

MAGAZINE Section



—Photo courtesy Canada Department of Resources and Development

BREATH-TAKING BEAUTY

This striking picture, actually taken in Canada's Waterton Lakes National Park, could be duplicated many times among the mighty peaks of the High Sierra, often within a day's motoring of Long Beach.



Pat Cowles of Compton holds a mother chinchilla while a baby chinchilla clings to her shoulder.

—Photos by Jasper Nutter.

Strong-hearted chinchilla breeders of Long Beach, with an investment averaging \$10,000 each, have started a

Million Dollar Club!

By Hank Hollingworth

A \$100,000 CLUB started a month ago in Long Beach.

Among its 100 members are a police matron, construction worker, gardener, barber, marshal, boat builder and bank official—a generous cross section of Long Beach life.

The club, in which each member averages a \$10,000 investment, is Long Beach Chinchilla Group. The average member has five pairs of chinchillas and, with each pair retelling for \$2000, the minimum investment of \$10,000 is realized.

Long Beach residents got together and formed their club to exchange ideas and advance this young, expensive and (they're keeping fingers crossed) profitable industry.

Actually, the first chinchillas to invade the United States

landed at near-by San Pedro. In 1923, Mathias F. Chapman, an American engineer, brought 11 chinchillas from the Andes Mountains in South America. Unloaded at San Pedro, the precious cargo was shipped to Inglewood, where the world's original chinchilla farm still stands.

Four years earlier, Chapman was working in the Andes when he was approached by an Indian laborer with an old can which contained a live chinchilla. Realizing here was something thought to have been extinct many years, Chapman purchased the animal, then organized an Indian party to search for others.

The search continued fruitlessly for years. In 1923, however, the party located a colony of 11 chinchillas. Chapman had difficulty getting the animals past South American authorities, but eventually he brought them to San Pedro, bred them, sold them to other breeders and launched what is now a medium-sized industry.

Today, over 5000 chinchilla ranchers are in the U. S. A. Herds total 130,000 animals. Ranchers sell breeding stock for \$2000 per pair and sometimes for as much as \$3200.

CHINCHILLA FUR is in a peculiar position beside mink and sable, coats of which sell for \$50,000. However, less than three dozen chinchilla coats are worn today! That's because from 100-200 pelts are needed to make a coat and few pelts are for sale because ranchers aren't ready yet to part with any valuable breeding stock. Although the demand is terrific, only pelts of those which die of natural causes reach the market.

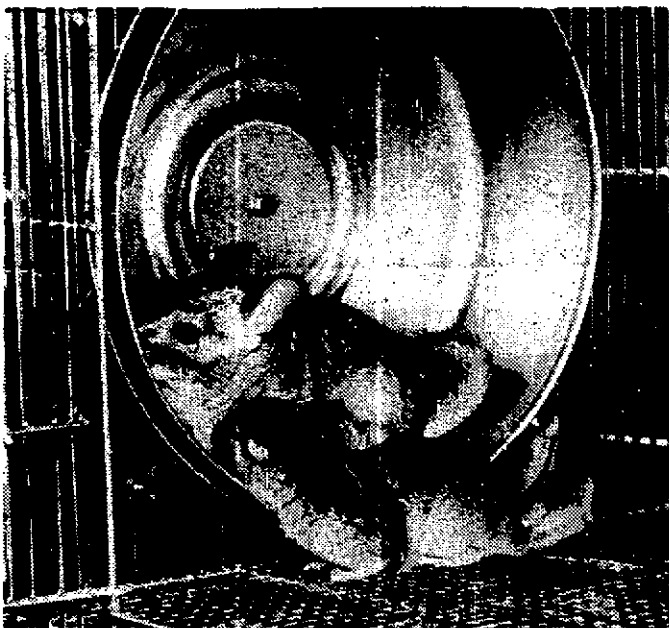
Chinchilla fur is in demand because it cannot be imitated and is extremely light. While most fur contains a single hair growing from each root, chinchilla has 80 fibres from each hair and, thus, cannot be imitated. The fur is so light a full-length coat weighs only three pounds. It's the only top grade fur which is so light it doesn't pull the fabric when used as a trim on sheer evening gowns, so chinchilla has a tremendous market all to itself.

The animals themselves are not vicious and can be handled easily with bare hands. A chinchilla is a cross between a rodent and squirrel and has incredibly thick, soft fur. The animal was named after the Chincha Indians by the Spaniards in the 16th Century.

Spanish kings were the first to realize chinchilla fur was a luxury and demanded chinchilla coats.

A chinchilla doesn't eat meat and feeding costs are extremely low. One animal can be fed for less than \$2.50 per year. It eats only one ounce of food daily, its rations including hay, which is given with a pellet made of grains. Piece de resistance for the animal is a raisin!

A HARDY ANIMAL, the chinchilla requires no elaborate housing. Long Beach owners keep their chinchillas



As mama prepares to take a spin in a whirlingig, the baby chinchillas scurry to her side for protection.

in garages, basements or a back porch.

Vermine-free, the chinchillas have no unpleasant odors. Oddly, females are larger and more aggressive. They breed from six to 10 months of age and their gestation period is 111 days. Average litter is two babies, with an average of two births per year.

Although weighing only one ounce at birth, the chinchilla is

equipped with 20 teeth in place. Mated chinchillas are quite attached to each other and are not polygamous.

One of the members of Long Beach Chinchilla Group, Jack Stansbury of Compton, is on the board of directors of the National Chinchilla Breeders Association. He assisted in organizing the club at the home of Richard Castleman, 6058 Fidler Ave., Bellflower.



—Photo by H. Nelson Hays

Fewer than 36 chinchilla coats are worn today. Recently, one sold to Egypt's queen mother for \$100,000.

No one can tell the future of this young industry. The national association claims full-scale pelt production is nine years distant. Increasing demands from Europe and Australia will have to wait until breeding stock requests for

American purchasers are met. Who knows when that time will arrive?

One thing at least is certain—this is no business for faint-hearted. Hopeful newcomers must part with much money and stand to be wiped out if mass selling starts!

Trail-Blazing Priest

By Hugh Francis

FEW EXCEPT STUDENTS of the early west will recognize his name but had it not been for Francisco Hermenegildo Garces, the settlement of California might have been delayed years, even decades. For it was the vision and courage of this intrepid padre which blazed new trails into the heat-choked southwestern desert and proved that the Golden State could be reached overland rather than from difficult sea routes.

A huge statue of Padre Garces stands in a traffic circle north of the business section of Bakersfield. Indeed, Bakersfield itself is a monument to Garces, for the Spanish priest was the first white man to set foot in the great San Joaquin Valley surrounding the city.

Little is known of the early life of Garces, but it is a matter of record that in June, 1768, he became active at San Xavier del Bac, the beautiful mission which still stands just south of the modern Arizona city of Tucson.

The Jesuit order had been expelled from the area, and the Franciscans were eager to make a good missionary showing in the area. Hence, only two months after arriving at the mission, Garces set out on an exploratory journey for Indian converts.

The padre was a member of the party of Spaniards un-



—Photo Courtesy Title Insurance and Trust Co.
Padre Hermenegildo Garces opened desert trails to California, established two missions in this state.

der Capt. Hernando Alarcon which discovered and named the Colorado River. Crossing the sprawling stream, he helped explore present-day Imperial Valley. These explorations became important background when the Juan Bautista de Anza expedition of 1771 made the first overland trip from near Tucson to Mission San Gabriel in Southern California. Garces went along as guide.

Very soon after his arrival in California, Garces energetically set out on new explorations. From the Colorado River, he pushed through the mirages and heat devils of the Mojave Desert, finally making his way through what is now Apple Valley, and down Cajon Pass.

NEXT, he pushed into the broad San Joaquin Valley. He reported to Spanish authorities the agricultural potentialities of that now rich

farming empire.

By necessity, Garces lived like an Indian during his explorations. Accompanied only by an Indian guide, he learned where to find hidden water in the desert, how to identify edible roots, and subsist in the tinder-dry and dangerous desert. So accustomed did he become to the wastelands of the southwest that he was said by his contemporaries not only to eat the food of Indians but even to "squat like an Indian" before his campfire.

Padre Garces' love of the Indians led him and a group of Franciscans to establish, in 1781, two missions on the California side of the Colorado River near present-day Yuma. Ironically, circumstances led to an Indian uprising, and in the ensuing massacre Francisco Hermenegildo Garces was killed.

So ended the life of the trail-blazing priest who opened desert trails to California.

Lake in the San Jacintos

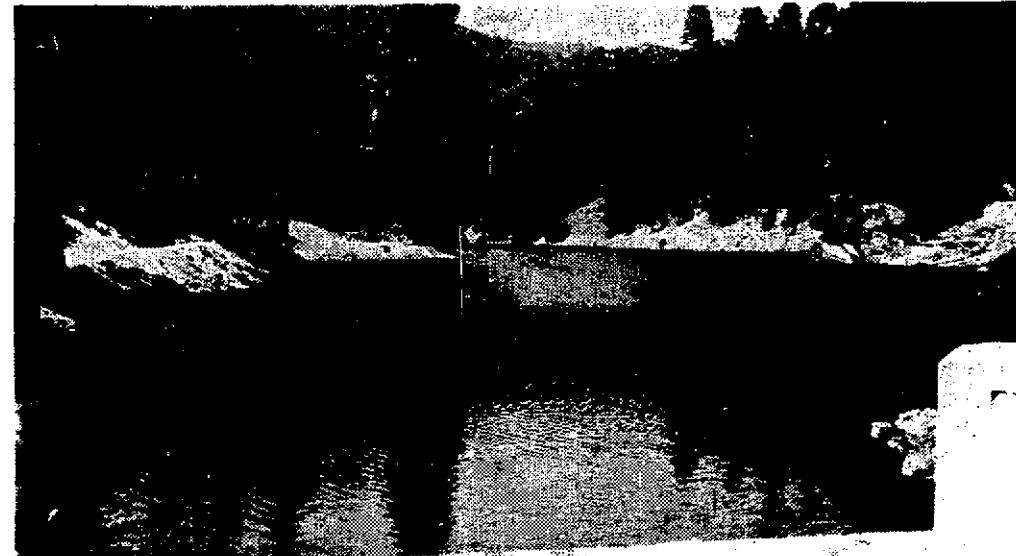
By Harry R. Peterson

DEEP IN the San Jacinto mountains, on the new high-gear Banning-Idyllwild Highway, lies tiny Lake Fulmor, a man-made body of water in a pleasant roadside setting of pines and unspoiled mountain scenery. This mile-high lakelet may be reached without leaving the pavement and, on the 14-mile drive from Banning, an unequalled view of San Geronimo Pass expands with the climb up the desert side of the range.

Semi-desert vegetation is swiftly left behind on the road that rises in the general direction of San Jacinto Peak, 10,803 feet high. Next are the oaks and pines of the transition zone and the San Bernardino National Forest. Lake Fulmor is not far up and close to the road.

About 400 yards long and 60 wide, fed by underground springs and the head of Indian Creek, the lake has a maximum depth of 24 feet. Sloping banks are cut by short paths to points, rocks and logs that make good fishing spots. A miniature bridge of peeled logs crosses the inlet. Both rocks and short beaches break the steep shoreline; you may still-fish here, or cast with a fly from the foot-bridge. Picnic tables and stoves are located near the lake in the shade of pines. Most of these have views of the ruffled or mirror-calm water.

Although overnight camping is not permitted at the lake, Fuller Mill Creek Forest Service camp is only a two-mile drive distant. There is no charge for camping there. Eight miles farther on the ex-



—Photo by Leonard McCaffrey

Anglers try for rainbows that nose around the bottom in Lake Fulmor's waters in summer. Toward evening, a Coachman or white moth fly might get some action.

cellent road, a variety of accommodations is available at the resort center of Idyllwild.

There are no buildings near Fulmor. Because of its rather isolated position, the rangers warn visitors to use special care when starting fires, and to abide by National Forest rules. Since the lake is full on account of heavy winter rains this year, more people than ever are visiting the spot. Each spring the State Division of Fish and Game stocks it with rainbow trout.

When engineers were doing preliminary survey work in 1947 for the new road, they found that an earth-fill 30 feet high was needed to get traf-

fic over Indian Creek. "We could put in a dam and make a nice little lake," they said. Forest Service officials agreed.

The final result was a recreation area for those who like the unusual combination of desert and mountain air that makes people return year after year to the cabins of Idyllwild, Fern Valley and Pine Cove. There are few mountains near the coast as intriguing as Tahquitz and San Jacinto; the Strawberry Creek area has been popular for 30 years.

AMAZING changes have been made in the back country of the San Jacintos

recently. Gone is the old twisting dirt road that heaved up and down like a roller coaster on the route into Dark Canyon and across the north fork of the San Jacinto River. Instead, the Banning-Idyllwild Highway now makes accessible in minutes regions that formerly could be reached only after hours of travel—minutes from the pines and cedars of settled areas to the azaleas on the slopes of the big peak.

This scenic route made possible Lake Fulmor, one of the newest and neatest of tiny lakes where it is truly possible to "lift up your eyes to the hills."

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There are always so many interesting things to see and places to go...

Here's the
CALENDAR OF EVENTS FOR
SEPTEMBER, 1952

- 1 - Silver City, Annual Rodeo.
- 2 - Apache Indian Pueblo, St. Stephen's Fiesta, Ceremonial Dance.
- 6 - San Idelfonso Pueblo, Harvest Dance.
- 12-13-14 - Springer, Colfax County Fair, Belle, Valencia County Fair.
- 15 - Juarez, Apache Reservation, Ceremonial dance and Fiesta, at Horse Lake and Stone Lake.
- 16 - Las Cruces, Mexican Independence Day.
- 17-18-19 - Clovis, Curry County Fair.
- 19 - Laguna Pueblo, Annual Fiesta and Dance.
- 19-20 - Lordsburg, Hidalgo County Fair.
- 20-21 - Lordsburg, Sheriff's Rodeo.
- 22 - Peralta, Roosevelt County Fair and Rodeo.
- 24-26 - Las Cruces, Dona Ana County Fair.
- 27 - Oct. 4 - Albuquerque, State Fair opens for 7 days.
- 29-30 - Taos Pueblo, San Geronimo Celebration, Dance.

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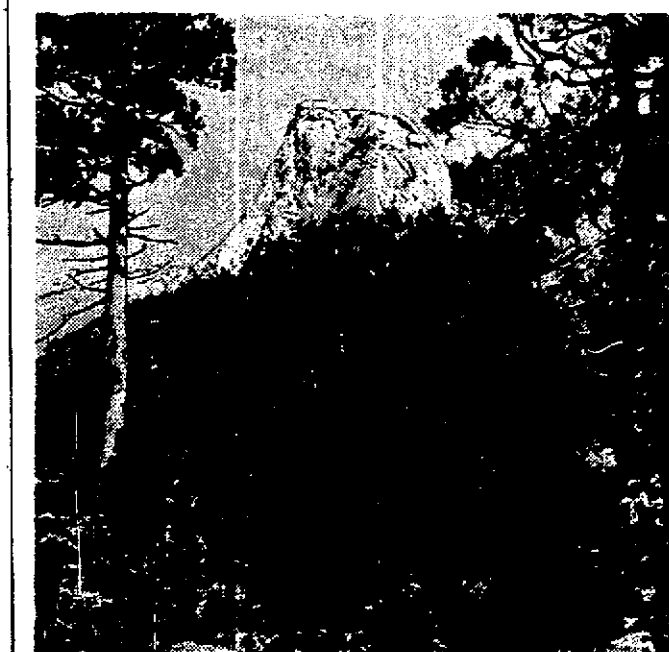
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Man-made Lake Fulmor lies deep in these pine-clad San Jacinto mountains, on the high-gear highway.

THIS WEEK IN Southland

Sunday, August 17, 1952 Vol. 5, No. 30

BEYOND the reach of the motor car, unerring shadows of mighty peaks are hidden gems of scenic mountain vistas.

Pictures 3
Cooking 4
Camera Angle 4
Pet Parade 6
Gardens 6
Homes 7-8-9
Books, Art, Stamps . . 10
Record Album 10
Reality, Building . . 11-12-13

FRED TAYLOR KRAFT
Magazine Editor

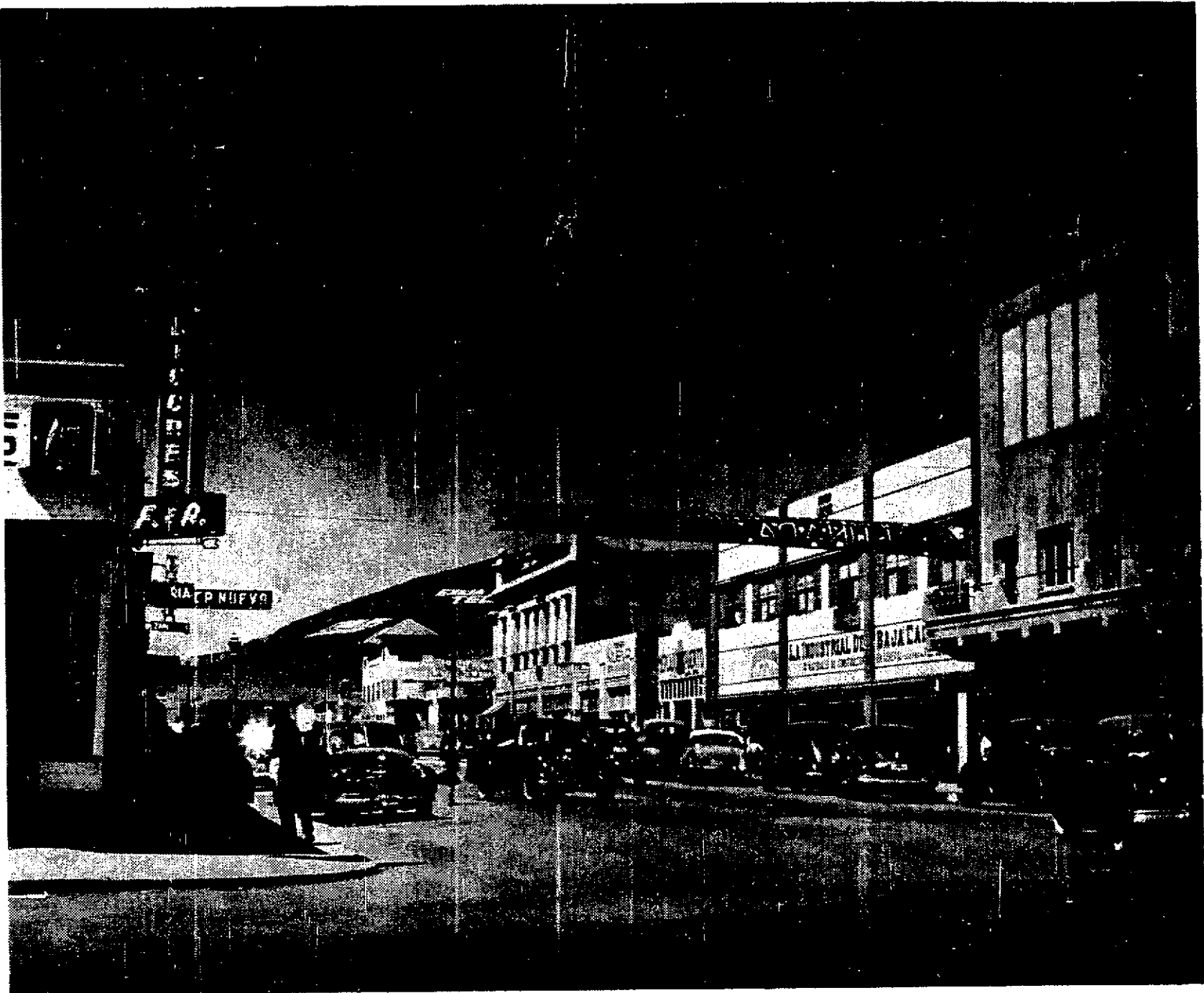
Pacific Sunday Magazine

Press-Telegram Southland Magazine

Down to Ensenada

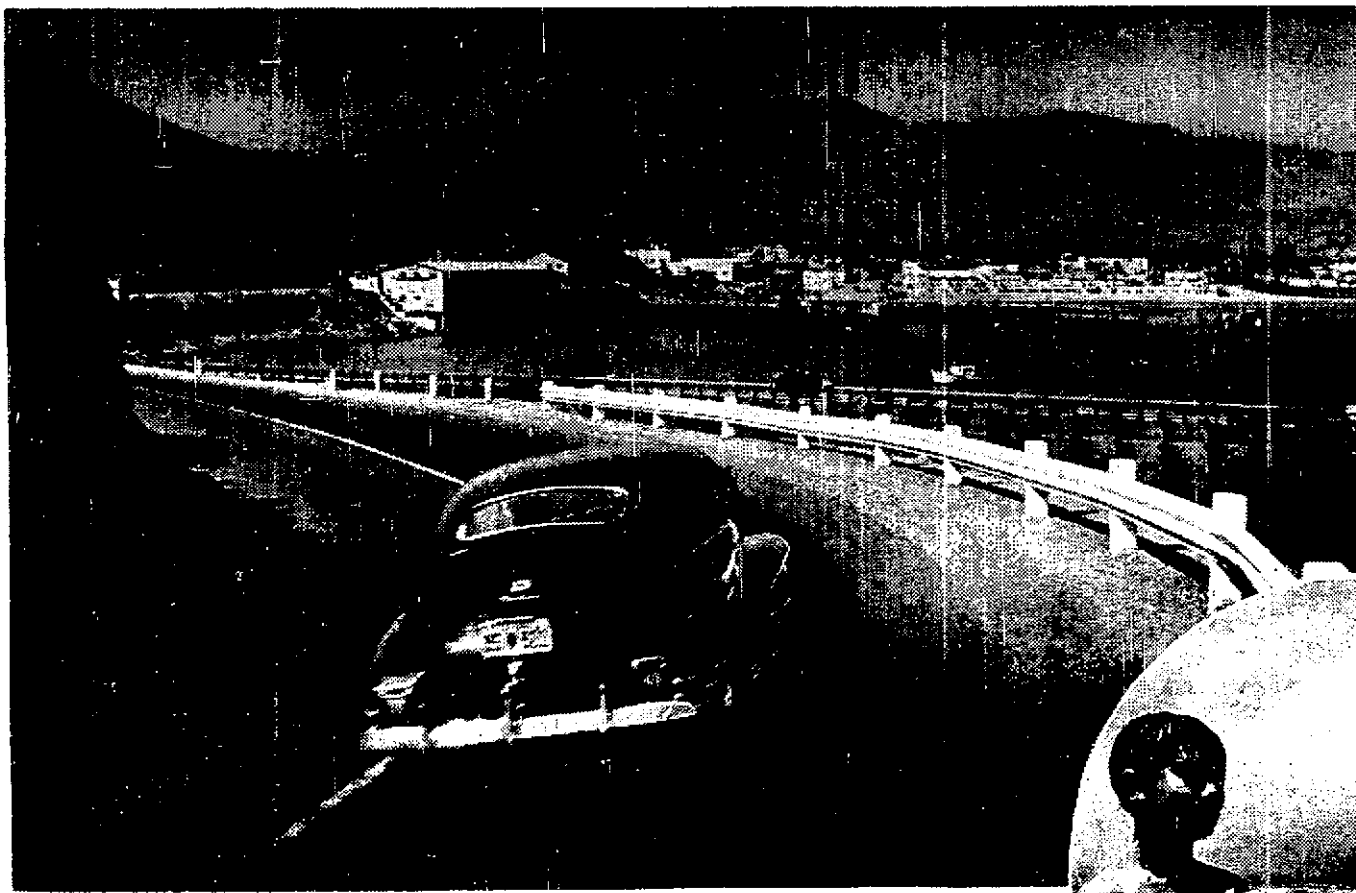


A visit to Ensenada, quaint and peaceful Mexican resort and fishing town on beautiful Todos Santos Bay, 80 miles below the border, is a delightful experience, whether the visitor is a casual week ender, a vacationist bent on rest and relaxation, or a fisherman out for surf casting or seeking bigger fish that abound in the offshore waters. Motorists will find paved road all the way from Long Beach through San Diego, Tijuana and along the coast of Baja California, extending a number of miles below Ensenada. U. S. Hwy. 101 gives smooth, scenic motoring to the border, where Mexico's Hwy. 1 takes over. Above, a view of U. S. 101 and the beautiful beach in the Torrey Pines sector, en route south, proving the Southland claim of having a coastline of incomparable scenic beauty.

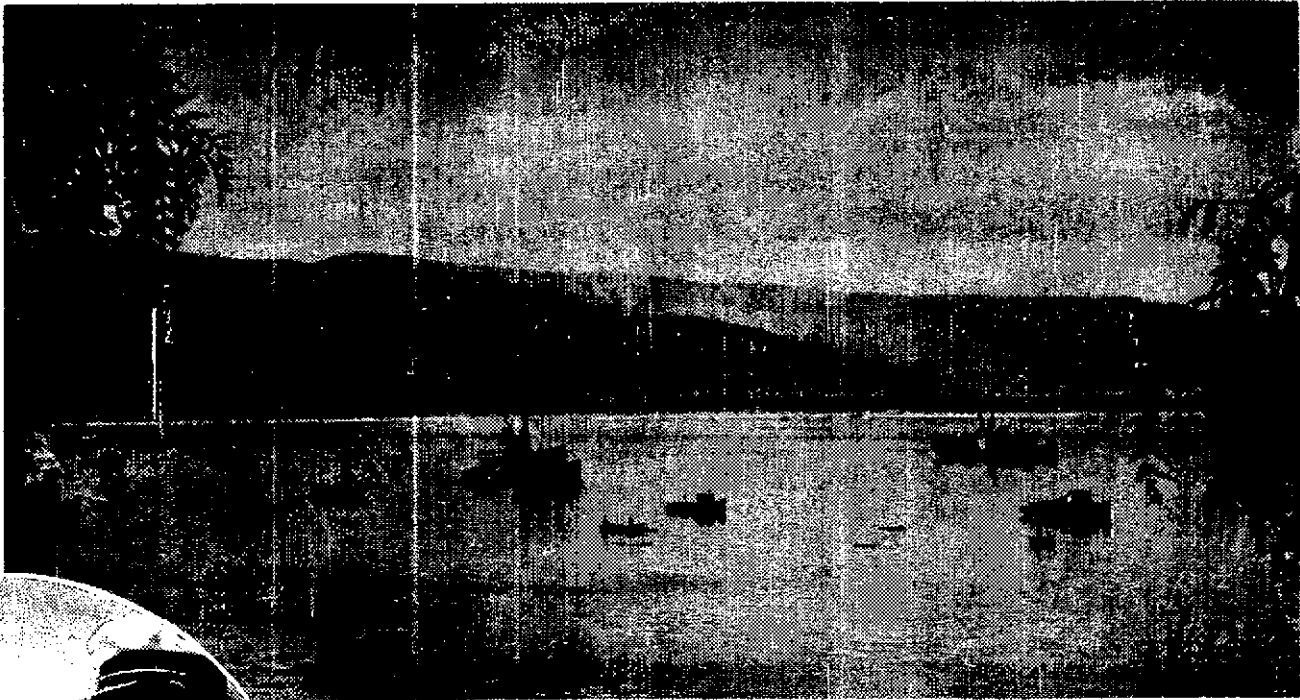


—Photos by Edward Sievers, Ensenada, and the San Diego-California Club

In Ensenada are many quaint shops which feature imports from other countries as well as Mexican handicraft. View above shows the central business district of Ensenada. The town may be reached easily in a two-hour trip from the border.



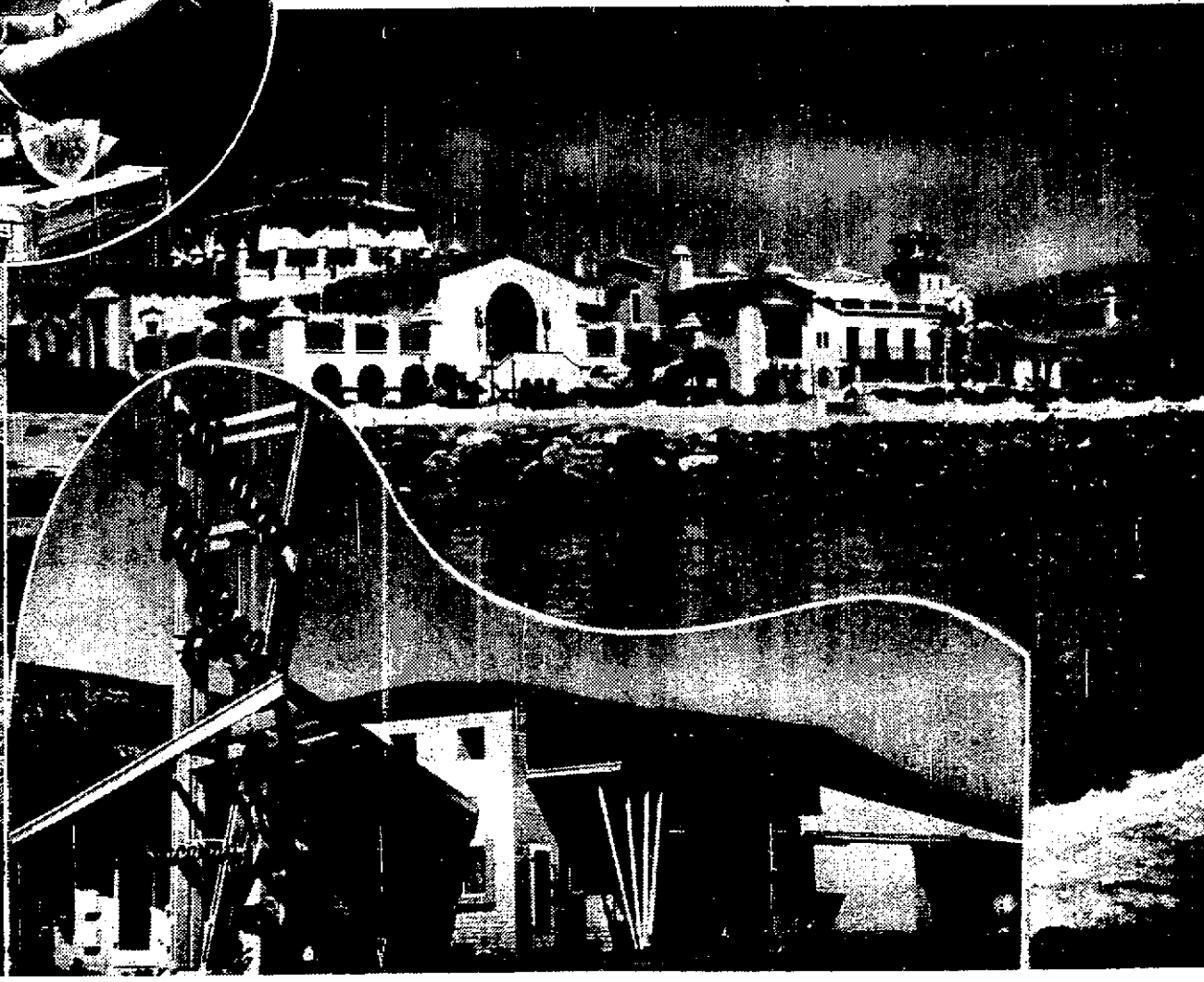
The highway from San Diego follows a spectacular stretch of beach and rolling countryside before rounding this curve into Ensenada proper.



Todos Santos Bay is picturesque and placid in this picture, framed by branches. Vendors peddle food, other wares on Ensenada streets (inset).



Native fishermen prepare for day's work. Sports anglers may hire these boats, use charter or open power fishing craft, cast in the surf or try skin diving for abalones and lobsters.



Modern and attractive hostleries are available in Ensenada. Two examples are shown above. Top, the showplace Hotel Riviera Pacifico. Lower photo, Quintas Papagayo, a modern motel.

Make Tangy Pickles at Home

By Mildred K. Flanary

TANGY PICKLES perk up taste buds like almost no other food, and flavorful pickles can be made at home. Pickling at home is easy to do when quick-pickling methods are used.

Home pickling entails use of distilled white vinegar both as a flavoring and as a preservative. This method does away with much that was tedious and time consuming in traditional recipes. Instead, fresh vegetables and fruits are cleaned and cut, then, without brining, they're popped into the preserving kettle where they simmer in less liquid, for a shorter time, than pickles ever did before.

Just a warning: When you try this quick-pickling method, you'll probably discover that your pickles and relishes have a milder flavor than is commonly desired. But, and here is the key to the system, the pickles continue to ripen and mature in flavor after they are sealed and set aside in storage. By the time you want to use them, you'll find them richly pungent and spiced to your taste.

A varied array of pickles on the pantry shelves will be a welcome sight next winter. Something out of the ordinary, to set in among them is apple chutney, described in a recipe elsewhere on this page, ready to be clipped, tried and filed.

Pickles add the proper "pick-up" to a quick snack, too. Cold cuts, some sliced cheese and a well-filled relish dish are the answer to many a hurry-up meal. Of course, you'll want to give your guests a choice, and following are various and

Apple Chutney

3 pounds (10 to 12 medium) green tomatoes
1 1/2 pounds (4 medium) red apples
3 medium sweet red peppers
4 medium onions
1 1/2 tablespoons salt
1 1/2 teaspoons pepper
1 1/2 teaspoons ground cinnamon
1/2 teaspoon ground cloves
2 1/2 cups beet or cane sugar
2 cups distilled white vinegar
Remove stem end; cut tomatoes in quarters. Core and quarter apples; do not peel. Quarter and remove seeds from peppers; peel and quarter onions. Put all vegetables through the coarse blade of a food chopper. Combine salt and remaining ingredients; heat to boiling. Add ground vegetables and cook gently, uncovered stirring occasionally, 30 minutes. Quickly pack 1 hot, sterilized jar at a time. Fill to 1/8 inch from top. Seal at once. Makes 6 pints.

Apple chutney is a good recipe to follow in preparing something out of the ordinary for the pickle shelves.

sundry suggestions for your choosing:

Procedure for Processing Pickled Products

Examine tops of jars and lids to be sure there are no nicks, cracks, sharp edges, etc.

Wash jars, new rubber rings and lids with hot soapy water until thoroughly clean and rinse well.

Pack pickled product and liquid into clean jars to not more than 1/2 inch from top. Be sure liquid covers all vegetables.

Wipe top of jars free of all seeds, pulp, etc.

Place new rubber ring and lid on jar and seal as directed for the type of lid being used. Glass tops are usually preferred over wartime metal caps for strongly acid vinegar products, such as pickles, relishes, etc.

Place the filled jars on a rack in a deep kettle or wash boiler filled with hot water. The

water should come at least 1 1/2 inches above the jar tops.

Add sufficient boiling water during the processing to keep it at this level. Bring the water to boiling point, cover and keep boiling for a specified time. The exact time depends upon the particular food being processed and should be estimated from the moment the water begins to boil after the jars are submerged in the water.

As soon as processing time is completed remove jars from water bath. Set them on several thicknesses of cloth and allow to cool in an upright position. Do not set hot jars in a draft.

Test for seal of glass-top jars after jars are cold. A tightly sealed lid can not be lifted off with the fingers. If jars are not properly sealed, the contents may be reprocessed or should be used immediately.

Fresh Cucumber Pickles

6 pounds (12 medium) cucumbers, washed and sliced
1/2 cup chopped green pepper
1 pound (5 medium) onions, peeled and sliced
1 1/2 cups chopped celery
1/2 cup yellow mustard
1/2 cup salt
3 1/2 cups beet or cane sugar
2 tablespoons mustard seed
1/2 teaspoon turmeric
1/2 teaspoon whole cloves
3 tablespoons celery seed
1 1/2 teaspoons powdered alum

Prepare vegetables. Blend mustard with a little of the vinegar. Add remaining vinegar, salt, sugar, spices and alum. Cover, heat to boiling. Add vegetables. Cover, quickly bring to a boil, but do not boil. Quickly pack one hot, sterilized jar at a time. Fill to 1/8 inch from top. Be sure vinegar solution covers the vegetables. Seal each jar at once. Makes 9 pints.

India Relish

6 pounds (22 medium) green tomatoes
1/2 pound (3 medium) onions
1 large stalk celery
1/2 pound (2 medium) sweet red peppers
1 medium green pepper
1 1/2 cups beet or cane sugar
1 1/2 cups distilled white vinegar
1/2 teaspoon ground cinnamon
1/2 teaspoon ground cloves
1/2 teaspoon ground allspice
1/2 teaspoon turmeric
1/2 teaspoon cayenne pepper
1 1/2 teaspoons celery seed
3 tablespoons salt

Wash, quarter and remove stem end from tomatoes; peel and quarter onions; wash celery; wash, quarter and remove seeds from peppers. Put all vegetables through medium grind of food chopper. Drain off excess liquid. Heat sugar and remaining ingredients to boiling. Add vegetables and boil gently 10 minutes, stirring occasionally. Quickly pack one hot, sterilized jar at a time. Fill to 1/8 inch from top. Be sure vinegar solution covers the vegetables. Seal each jar at once. Makes 5 to 6 pints.

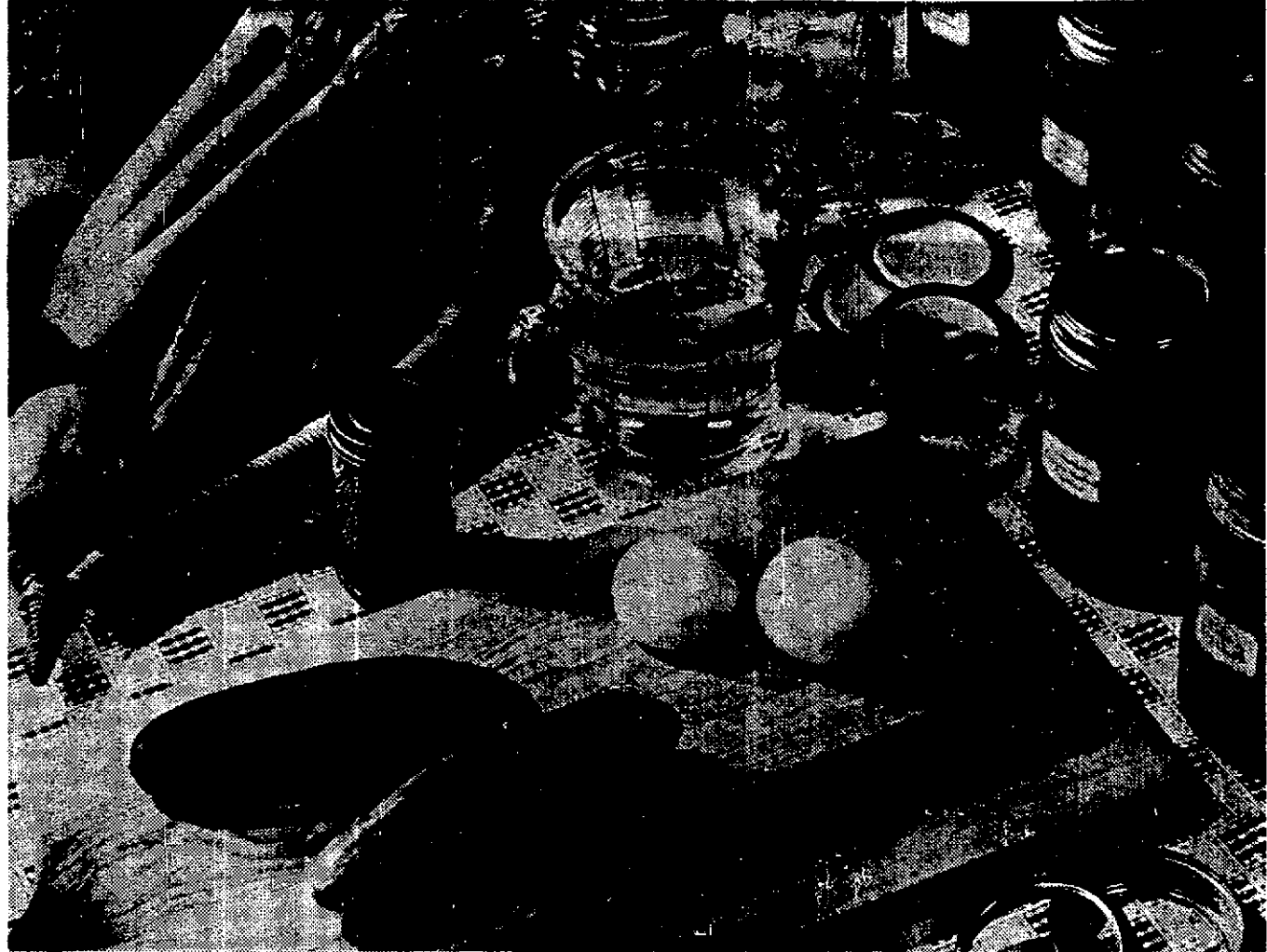
Celery Relish

1 1/2 cups chopped green pepper (2 medium)
1 1/2 cups chopped sweet red pepper (2 medium)
3 cups chopped onions (5 medium)
2 quarts sliced celery (4 medium bunches)
2 cups distilled white vinegar
1/2 cup water
2 1/2 tablespoons salt
1 1/2 cups beet or cane sugar
2 1/2 tablespoons whole mustard seed
1/2 teaspoon turmeric

Prepare vegetables. Combine vinegar and water with remaining ingredients; heat to boiling. Add vegetables. Simmer, uncovered, 3 minutes. Quickly pack one hot sterilized jar at a time. Fill to 1/8 inch from top. Be sure vinegar solution covers the vegetables. Seal each jar at once. Makes 5 pints.

Mixed Sweet Pickles

2 quarts cauliflower flowerets
4 cups distilled white vinegar
2 cups brown sugar
4 cups white beet or cane sugar
1 stick cinnamon, broken
2 tablespoons whole cloves
1/2 cup salt
1/2 teaspoon turmeric
1/2 cup mixed pickling spices
1 teaspoon ground cinnamon
2 large sweet red peppers, coarsely diced
4 quarts (5 1/2 pounds) coarsely diced cucumbers



Pickles in wide variety can be made with modern, quick-pickling methods and laid away on pantry shelves to "age" for a tangy taste treat in winter. Many times a jar of pickles will add just the right zest to a meal or snack.

1 quart (1 1/2 pounds) coarsely diced onions

Drop cauliflower flowerets into boiling salted water. Cook for 10 minutes. Drain. Combine vinegar, sugar and spices. Heat to boiling, add all vegetables to hot vinegar solution and boil gently, stirring occasionally, for 10 minutes. Pack immediately into clean jars that have been rinsed in hot water.

Be sure vinegar solution covers all vegetables. Fill jars to not more than 1/8 inch from top. Seal as directed for hot pack method for the type of lid being used. Process immediately submerged in a boiling water bath for 10 minutes. Yields 8 pints.

Pickled Green Beans

2 quarts distilled white vinegar

2 1/2 cups cane or beet sugar
1 1/2 teaspoons whole allspice
1 1/2 teaspoons whole cloves
1 1/2 tablespoons broken cinnamon sticks
1 1/2 tablespoons yellow mustard seed
6 pounds green beans
1/2 cup salt

Combine vinegar and sugar. Add spices tied loosely in a cheesecloth bag. Boil, covered,

for 10 minutes. Wash beans and trim. Cook until tender in boiling water to which 1/4 cup salt has been added. Drain. Cover beans with vinegar solution. Boil gently for 15 minutes, covered. Remove spice bag. Pack while boiling into hot sterilized jars filling to 1/8 inch from top. Be sure vinegar solution covers beans. Seal each jar immediately after it is filled. Yields 7 pints.

Camera ANGLE

By The Shutterbug

HOW WOULD you photograph a flying saucer at night?

This was a matter of earnest discussion recently due to the experience of a seasoned reporter for Associated Press Newsfeatures, Saul Pett. Lolling comfortably on the porch of his New Jersey home on Saturday night, he was listening to the midnight news report. His attention was idly caught by a light which came into view in the skies.

"That's funny," he mused. "No light blinking on that plane. And no sound of the motor... and what a peculiar glow!"

Suddenly he became alert. He followed its straight path across the heavens until it was lost from view. He noted it seemed to have depth and was lighted as though from within. He judged it was visible for about a minute, maybe a minute and a half.

When he recounted his experience at the office on Monday morning, Saul took a lot of kidding. There were varied allusions as to the state of his hearing, vision and general sobriety.

"Why didn't you take a picture of it?" someone asked him.

"Aside from the fact that I didn't have a camera loaded with film and ready to shoot," he replied, "I wouldn't know how to go about it."

That night in a report from Washington, the Air Force dis-

closed that National Airport radar operators had picked up unidentified aerial "objects" on their radar screens around midnight of the past Saturday. At the same time they were sighted visually by two airline pilots aloft.

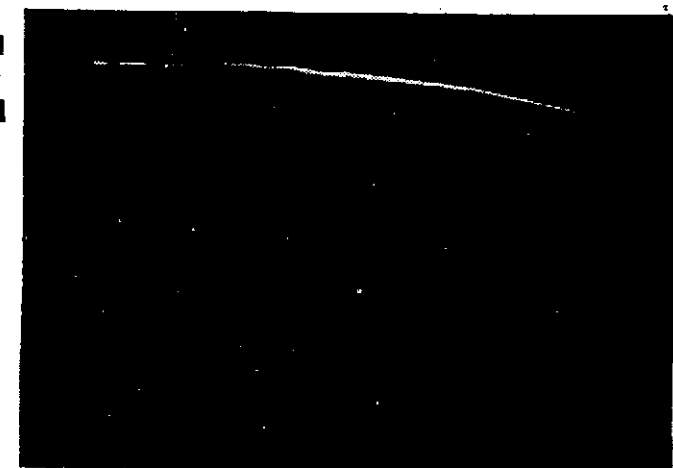
There's no harm in giving some thought to saucer photography.

Obviously, a camera must be handy and ready for instant shooting at all times. Getting it setting the lens wide open, the lens at infinity and preparing to shoot should be a matter of seconds only.

After discussion with several news photographers, it was agreed that shooting this luminous object at night was similar to taking pictures of an eclipse. This meant a steady support for the camera, if it were not already on a tripod.

When the camera is aimed at the sky, it would be preferable to keep a landmark visible if possible—such as a tree top, a roof, a spire. Such a relationship is valuable, later on, in computing distance, altitude and possibly speed.

THE SHUTTER could be set on time, bulb, or a one-second exposure depending on which you could operate smoothly, continuously for a series of exposures on the same negative. To avoid jarring the camera, the camera could be set on time, the lens opened. Then use the lens cap, film slide or a piece of card-



Photographer Al Hixenbaugh of Louisville Times took this time exposure of mysterious luminous objects.

board to cover the lens at intervals. Actually, you would be plotting the course of a luminous object across the film.

Depending on the brilliance of the object, it might barely be possible to take a single snap of the object at a 10th or a fifth of a second. It would be something to try, if time permitted, but much longer time exposures would be more likely to record something on the film.

If you wish to practice for the night when you might sight a glowing "light" nature and man have provided convenient stand-ins in the shape of the moon and passing airplanes. With the moon you can have plenty of time for unhurried preparation and calculations. Passing airplanes provide the elements of suspense and luck and will prove whether you can shoot a moving target with hair-trigger accuracy.

Of course if "flying saucers" had any consideration at all for the peace of mind of amateur photographers, they would make their appearance in broad daylight in a cloudless sky just as Mr. Shutterbug is

shooting Junior's picture with a sky background. It would be a real snap then.

(Out-of-world newspapers on Mars and other planets: Please copy.)

LONG BEACH CAMERA GUILD will have color competition Aug. 20 at 8 p. m. in Municipal Art Center, 2300 E. Ocean Blvd. Visitors are invited.

Evelyn Richmond of South Bay judged the recent monochrome competition. In Class A, John Scheurer took first, third and honorable mention; John Reichardt, second; Murray Schaner, honorable mention. David Newman took first and second in Class B.

Paul DeWitt won honorable mention in the recent Photographic Society of America competition.

COMPTON CAMERA CLUB will meet Thursday at 8 p. m. at 1021 E. Compton Blvd., Compton. . . San Pedro Camera Club will meet Friday at 8 p. m. in Anderson Memorial Bldg., Eighth and Mesa Sts., San Pedro.

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Southland-Style Salads

By Gaynor Maddox

CALIFORNIANS brag almost as much about their salads as about their climate. Caesar Salad is one of their most popular enthusiasms. It is served as a course by itself.

Caesar Salad
Prepare garlic-flavored oil by cutting three or four cloves of garlic into one cup olive oil. Let stand several hours at room temperature.

Prepare two cups crisp croutons (tiny bread cubes toasted in slow oven until browned).

Over three quarts salad greens in large bowl pour 1/2 cup each of unseasoned salad oil and grated Parmesan cheese, and 1/2 cup Blue cheese. Add

one tablespoon Worcestershire sauce, 1/2 teaspoon dry mustard, salt and pepper to taste.

Break one raw egg over greens and pour in 1/2 cup fresh lemon juice. Toss very thoroughly so that every leaf is coated with egg, seasonings, and cheese. Dip croutons into garlic-flavored oil. Toss with salad and serve at once while croutons are crunchy.

California Chef's Salad Bowl
One head iceberg lettuce, one cup diced celery, one cup cooked ham, chicken or meat strips, three hard-cooked eggs,

French dressing to taste, tomatoes for garnish.

Tear the cold, crisp lettuce into a large salad bowl. Toss with remaining ingredients. Serve in individual salad bowls and garnish with the fresh tomato wedges. Serves four as a main course for luncheon or supper.

Striped Tomato Salad

Remove stems from unpeeled tomatoes and make four or five parallel cuts through each almost to the bottom. Put a generous spoonful of well-seasoned cottage cheese or a slice of cheddar cheese and a half strip of crisp bacon into each cut. Serve on thick slices of crisp iceberg lettuce.

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New Experiment in Prisons



An advanced experiment in the conduct of institutions of confinement is being carried out at California Medical Facility on Terminal Island, entrance above.



Painting and drawing are salutary activities for patients and are guided here by Donald G. Means (standing), director of occupational therapy at the Facility.

By Vera Williams

THEY COULD be called convicts, prisoners or inmates, but Superintendent Marion R. King calls them "patients."

In that word lies the difference between the California Medical Facility at Terminal Island, San Pedro, and other prisons of the nation—and it indicates why this hospital-prison may be destined to make penal history.

The men behind its program of rehabilitation, largely psychiatric rehabilitation, say the program being attempted here never has been done on this scale by a state before. They believe that in time it will set the pattern for the prisons of the world.

"Well, it looks like you have something," say wardens of

other penitentiaries, who frequently visit this hospital-prison set on a promontory in the harbor, looking out over the Pacific. They note a difference in the demeanor, the very appearance of the 1005 prisoners, some of whom they have known as inmates of their own institutions.

"We don't know what it is, but we feel different—not so mad at the world any more," the prisoners say.

"It's still too early to tell—it may take five or 10 or even 15 years to be sure—but we think we are on the right track," says Dr. Nathaniel Showstack, psychiatrist and director of clinical services.

The rehabilitation program, centered around group therapy, was launched by Dr. King and

Dr. Showstack when the Medical Facility was established in 1950 by the California Department of Corrections for the care and treatment of the state's men prisoners who are physically or mentally ill or both.

As indication that the program is successful, the superintendent and clinical director point out that of the 200 men released thus far from the facility, only seven are known to have since got into trouble, and of the seven only one had received group psychotherapy treatment. Also, the one man who to date has escaped from the facility now is in San Quentin earnestly writing letters trying to get back to the facility again.

WHAT is group psychotherapy and how and why does it work? It is almost 50 years old, started in 1905 by the brilliant Dr. Joseph Pratt with patients at the Boston Dispensary, now part of the New England Medical Center. Incidentally, Dr. Showstack studied under Dr. Pratt.

Persons whose mental disorders follow a general pattern are formed into a group, with a psychiatrist or psychologist listening in. The patients discuss their problems, their backgrounds, the underlying reasons why they did the things that landed them in prison.

Some talk freely and promptly; some are reticent; some never do "open up." But when they do, psychiatrists say, it is a sort of catharsis, purging their minds of the hostilities and frustrations that caused them to do antisocial things.

Group psychotherapy at the Medical Facility is on a voluntary basis. No man must participate but each one knows that if he does not, there are plenty of men at San Quentin, Folsom or Chino who would like to change places with him. And may do it.

Facility inmates range from a lad of 19, recently referred there by the Youth Authority, to a man of 85 who in 1909 was sent to prison for murder and has been in prison ever since.

INMATES range from those considerably below normal in intelligence to those with



Men placed in the Facility are benefited by group psychotherapy, conducted in photo above by Dr. Nathaniel Showstack, who is the clinical service director.

I.Q.s of 145—which is high. While most of them are from unskilled or semiskilled labor groups, there are several teachers, several lawyers and at least one preacher in the inmate population.

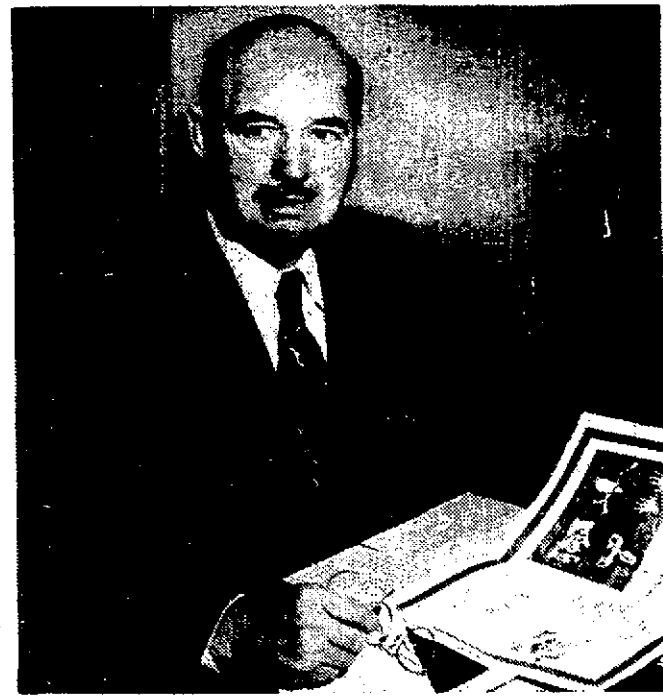
About 600 of the inmates are mental patients. Of this num-

ber 100 are psychotics, and many of the rest are psychoneurotics or borderline cases. A considerable percentage—but by no means all—are sex offenders.

Three hundred are elderly or have physical disabilities; 130 are tuberculosis patients. Those

with active tuberculosis are segregated.

A certain number are painters, carpenters, plumbers, cooks and the like who are physically and mentally well, but were transferred to the Medical Facility from other institutions because their skill



Superintendent of the progressive California Medical Facility at Terminal Island is Dr. M. R. King (above).

and services were needed here.

There are 28 acres in the grounds, enclosed in a high "Cyclone" fence. The only inmates who face bars are the violently insane and the ones who for medical or disciplinary reasons draw solitary confinement.

Most of the men sleep in barracks, 50 cots to a subdivision. They wear blue denim jackets and trousers and blue cotton shirts. They get three meals a day. They have church services, a weekly motion picture show, education classes and a library of 6000 books.

NEW FAMILY FAVORITE— It's 3 Desserts in One!



Creamy custard, tangy fruit cocktail, and featherlight white cake—put together in one dessert that looks wonderful and tastes even better, thanks to Pet Milk!

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ble richness. So, actually, you get the concentrated goodness of two cups of milk, plus a cup of fruit juice, in the filling.

Wouldn't your family like a Fruit Custard Cake? You can make one so easily, with this Pet recipe—and at less cost, because Pet Evaporated Milk costs less generally than any other form of whole milk!

Mary Lee Taylor's

HUSBAND-TESTED FRUIT CUSTARD CAKE

INGREDIENTS

- 1 pkg. white cake mix (see note)
- 1½ cups Pet Milk
- ½ cup water
- 1 pkg. vanilla pudding powder
- No. 303 can fruit cocktail
- 1 cup shredded coconut

DIRECTIONS

Put cake mix into 2-quart bowl. Add half of a mixture of ½ cup milk and water. Beat hard 1 minute. Stir in rest of milk mixture, then beat hard 2 minutes. Put into two greased 9-in. round cake pans. Bake in moderate oven (375) until cake pulls from sides of pans or about 25 minutes. While layers cool, drain cocktail, saving juice. Add water to make 1 cup juice. Put pudding powder into saucepan. Stir in 1 cup remaining milk and juice. Bring to a boil over medium heat, stirring all the time. Cook and stir 30 seconds. Remove from heat. Cover and cool. Fold in well-drained fruit cocktail. Spread fruit mixture between layers and on top of cake. Sprinkle coconut over top. Chill 3 hours, or longer.

Note: Use well-known brands calling for milk on the package.

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Don S. Haskett, 57 Bay Shore Ave., and his dahlias whose beauty is giving pleasure to an increasing number of people. It's easy to grow them, he says.

Decorating the Patio Area

By Bob Gilmore

THIS IS an excellent time for turning your garden into an outdoor living room or patio area. This area, during the next few months, can become the most enjoyable part of your home. Flowers that combine fragrance with color will prove most desirable.

Vacant spots on the ground often spoil an otherwise attractive scene. These eyesores encourage the entrance of weeds which naturally aggravate the situation. One of the most attractive ground covers for this locality is the ever popular ice plant, known botanically as mesembryanthemum. Ice plant is available at leading garden supply stores and should be propagated by

plant sections which spread rapidly. The foliage is thick and succulent in texture; glistening, ice-like points often show up on the leaves. The plants are native to South Africa and, as might be expected, do best in a hot dry location. The leaves store up great amounts of moisture which accounts for their fleshy appearance. Colors range through a wide range of purple, rose, scarlet, pink and white.

This is perhaps one of the best times in the year for introducing pelargonium to your garden. The plants prosper in warm weather and actually flower intermittently throughout the year. They approach their low point during the win-

ter when they tend to go dormant. But you will have many months of continuous bloom by planting pelargonium at this time.

Pelargoniums have succumbed to the hybridist's brush and almost every year new and startling varieties are offered. Take advantage of these novel types for bedding purposes, as ground covers or as potted specimens. They all want a sunny spot and not too much moisture.

FOR A SMALL, dainty flower try the lobelia. A variety known as hybrida pendula sapphire is a most interesting type, the plant having a trailing habit of growth. For a large massive ball of blue color this type is hard to beat. It may also be used for hanging baskets. Lobelias generally prefer plenty of moisture. Small seedling plants are usually available at nurseries and may be transplanted with ease.

Marigolds will flower right up to frost time so you can expect plenty of flowers from this variety for several more weeks. Marigolds are generally divided into two main classes: The French and the African. Actually, these names are rather misleading for both are native to Mexico and South America. The African marigolds are larger both in flow-



—Photo by the Author

Mesembryanthemum or "ice plant" is one of the most attractive ground covers for Southern California.

er and plant than the French types which are small and quite dainty.

Skilled rosarians will insist that the best time for planting roses is when the plants are dormant during early spring. However, it is pos-

sible to plant this garden favorite almost whenever you wish in this district. Canned specimens, of course, will have to be used after the dormant planting season. Roses set out now should provide plenty of color during the fall months.

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Spectacle in Dahlias

By Vera Williams

PERSONS who swim or sail in Alamitos Bay or walk or drive along Bay Shore Ave. stop to marvel at a spectacular display of dahlias. Each year the great, bright flowers give pleasure to an increasing number of people.

And Don S. Haskett, 57 Bay Shore Ave., smiles to himself because his purpose in raising dahlias in a 20 by 20-foot plot next to his house, plainly visible from the street and the bay, was to add to the colorful charm of the locality as well as to provide cutting flowers for his home and for his friends.

More than 60 plants grow in this rather small plot and the effect is a gigantic bouquet or a dahlia show all its own. Many of the flowers are a foot across, and colors range from white and soft pink to orange and crimson and purple. Many of the flowers have two-tone petals.

The dahlia garden is in bloom from early June until November.

"Plenty of fertilizer, deep irrigation and a temperate climate" is Haskett's recipe for

raising dahlias. After the dahlia season is over, Haskett digs a two-foot trench where he will plant dahlias next year. He puts a foot of compost in this trench, and then he adds a foot of barnyard fertilizer and soil. When the young plants are well up from the ground, they get a mulch of fertilizer, and he gives them commercial fertilizer every two weeks during the growing and blooming season.

He irrigates them deeply once a week. He is not a "sprinkling" man, he believes in irrigation that gets to the roots of the plants.

As the season advances, he goes through the bed disbudding the plants. The ideal, he says, is only one blossom on each plant.

Haskett believes proximity to the bay tempers the climate for the dahlias. Dahlias "burn" rapidly in hot, unrelieved sun, he says.

Garden Club Directory

African Violet Society: Meets second Friday of each month, 1:30 p. m., Linden Hall, Linden and Broadway. Visitors welcome.

Agassiz Nature Club: Meets fourth Tuesday of each month, 7:30 p. m., Agassiz Branch Library, 1535 E. Third St., Visitors Welcome.

American Begonia Society: Parent Chapter, Meets second Tuesday of each month, 7:30 p. m., 951 Locust Ave., Visitors Welcome.

American Begonia Society: North Long Beach Branch, Meets second Monday of each month, 7:30 p. m., Houghton Park Clubhouse, Atlantic Ave. and Harding St., Visitors Welcome.

Alhambra Rose Garden Club: Meets last Thursday of each month, 10 a. m., in homes, Ph. 8-8761 for meeting place. Visitors welcome if they have reservations.

Orchid Society of Southern California: Meets second Monday of each month, 8 p. m., Santa Monica Blvd., Hollywood. Visitors welcome.

Belmont Heights Garden Club: Meets

first Tuesday of each month, 8 p. m., in Wesley Hall, Belmont Heights Methodist Church, Belmont and Third St., Visitors welcome.

California Fuchsia Society: Meets fourth Wednesday of each month, 7:30 p. m., Houghton Park Clubhouse, Atlantic Ave. and Harding St., Visitors welcome.

Dominguez-Lincoln Village Fuchsia Society: Meets third Tuesday of each month, 8 p. m., in homes, Ph. 8-8590 for meeting place. Visitors welcome.

Carters Club: Meets third Sunday of each month, 2 p. m., in homes, Ph. 8-8590 for meeting place. Visitors welcome.

Lakewood Garden Club: Meets fourth Tuesday of each month, 8 p. m., Social Hall of St. Thomas Episcopal Church, 5305 Arbor Rd., Visitors welcome.

Long Beach Garden Club: Meets fourth Tuesday of each month, 7:30 p. m., Alhambra Branch Library, 1535 E. Third St., Visitors welcome.

Los Altos Garden Club: Meets first Wednesday of each month, 10 a. m., in homes, Ph. 8-8590 for meeting place. Visitors welcome.

National Fuchsia Society, Lakewood Branch: Meets second Tuesday of each month, 8 p. m., in Parish Hall of St. Thomas Episcopal Church, 5305 Arbor Rd., Visitors welcome.

National Fuchsia Society, Long Beach Branch: Meets second Thursday of each month, 7:30 p. m., at MacIntyre's Hall, 728 Elm Ave., Visitors welcome.

South Coast Orchid Society: Meets fourth Monday of each month, 8:30 p. m., Silverado Park Clubhouse, 51st St. and Santa Fe Ave., Visitors welcome.

Pet PARADE

By Eleanor Avery Price

THE PRESENT FORM of Chihuahua seems to have evolved from a crossing of the long-haired Mexican Techichi dog and the smaller hairless dog brought from Asia over the land bridge where now runs the Bering Strait to Alaska. The long-haired Chihuahua shows more of the Techichi strain because it is somewhat larger and quite heavily-coated.

Among the ancient Toltec tribes and later the Aztecs, ancestors of the present Chihuahua were employed in religious ceremonies. He was sacrificed with corpses of deceased so that all human sins could be transferred to the dog.

During the stormy career of Cortes in Mexico, the dog was lost to civilization but managed to reappear several centuries later.

Fanciers of the Chihuahua believe it the most alert and intelligent dog in existence. The short-haired type is particularly clannish and prefers his own kind.

American breeds have produced a diminutive type of Chihuahua with all the characteristics of the regular Chihuahua. They all present a graceful, alert, swift-moving appearance with the expression saucy. Colors are variegated and range from snow white to jet black. Some people prefer the mixed colors, others the solid.

The short-haired Chihuahua needs more protection from cold and drafts than the long-haired. That is why he is frequently seen wearing a dog sweater. All dogs do catch cold, however, so they should be protected by having their



Jimmy Thompson poses with Tiny, short-haired Chihuahua. Jacquelyn Kruse holds long-hair, Chico.

feet and legs wiped dry when they get wet. This kindness helps protect them against chills, pneumonia and distemper, and it protects furniture. Dogs should sleep up off the floor and out of all drafts.

IF YOUR DOG is a house pet and has no chance to get out and dig in the turf his nails will grow long and sometimes curl backward. That is the time to spend a dollar or so having his nails trimmed by a veterinarian or a trainer. Do it yourself and you'll probably cut

the nails too close. That will cause bleeding and possibly infection. Better to be safe than sorry.

Tips on Gardening

GARDENING TIPS for the week. . . Disbudding of dahlias should be determined by how large a crop you want, whether the flowers should be large or small. For general mass effects keep disbudding at a minimum. For large, prize-winning flowers restrict growth to the center bud on each shoot, pinching off the other or lateral buds diverts more strength into fewer flowers, thus increasing their size.

For dry hillsides and other

comparable barren spots make use of California native shrubs. These plants prosper with a minimum of care and naturally are at home in your garden. More than 300 varieties are available.

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Complete Plant Food for Your Garden and Lawn

Garden Tips
by JOE LITTLEFIELD
Red Star Garden Consultants

Perennials and geraniums furnish lots of colorful blossoms all summer long. The hotter the weather, the better they love it.

You can grow them in pots and move them to desired areas of garden or patio. Keep them slightly on the dry side and they will bloom better than if kept continuously moist. Best plant food for them is Red Star Gro-Master.

You'll encourage the geraniums to furnish better blooms if you pick off the old leaves and faded flowers.

These two types of plants give lots of bloom, need little care, are just what the "lazy" gardener needs for his garden. Geraniums for background planting, perennials for the borders.

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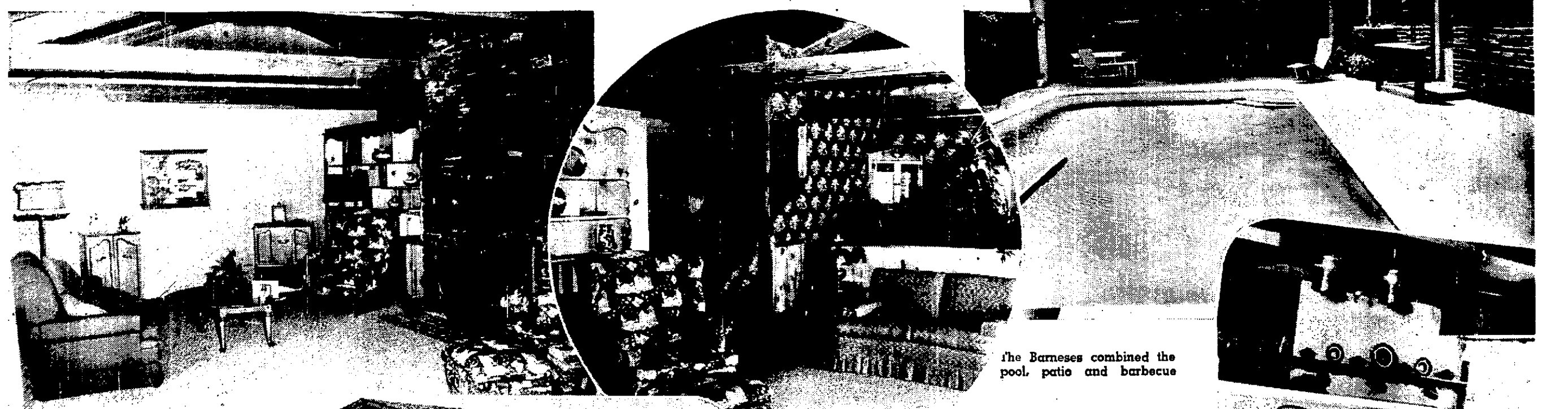
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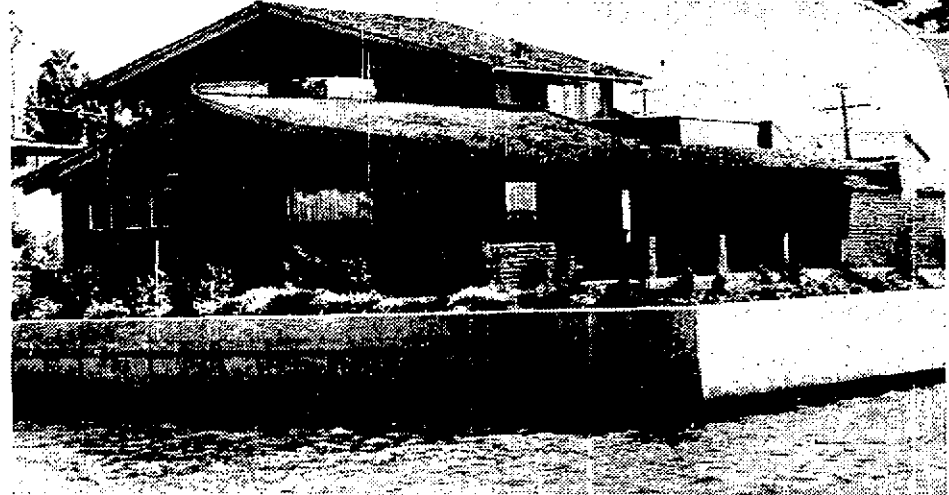
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Home on a Bayshore Corner



—Photos by H. S. Melvin
By Margaret
Pittcain Strachan

WHEN MR. AND MRS. LYNN BARNES purchased their lot at 5558 Naples Canal there was only about 15 feet of beach—they had to fill in the property and build a seawall a foot higher than other property-owners in the neighborhood. Actually, the house is on the corner of Naples Canal and Alamitos Bay. The Barneses enjoy the full, sweeping view of the water which lies outside each room in the house—a view that includes Catalina on most days—and when they aren't absorbing this scene they are relaxing by their swimming pool, built in an enclosed court to protect it from the wind. The Barneses planned the house themselves and have achieved a home with an air of informality which suits its location. The exterior is of slump stone painted olive green with yellow trim and the roof is of hand-hewn shakes. The upper story walls of the house



Slump stone in olive green with yellow trim and a roof of hand-hewn shakes give sparkling personality to the home (above) of Mr. and Mrs. Lynn Barnes. Matching wing chairs by the fireplace have green background, the davenport is chocolate brown and carpeting is rose-gray (top left). Beamed ceiling also is a feature of the living room (circle) where a wide stairway rises at left. Kitchen work area (center right) of the kitchen is a thing of beauty, with terrazzo marble floors and walls and a stainless steel sink. Breakfast area (far right) is furnished in maple and has an oval rag rug in tan, white and green.

are of brown and green boards of random width. The entrance hall is unusual. The exposed bricks of the living room fireplace form one wall, on which there is a maple-framed mirror flanked by copper containers filled with philodendron. A 40-foot beam extends the length of the living room and dining area—the ceiling is all of knotty pine and the beams have been sandblasted to emphasize the grain. A planter of knotty pine divides the room into the two areas and a green love seat with matching maple tables on either side of it is in front of the planter. Rose-gray carpeting is used and draperies are of rose-white celaloom. A chocolate brown davenport with bright pillows of green is opposite the fireplace. MATCHING wing chairs are upholstered in the mill scene pattern, with a green background and the figures are in coral, gold, blue and green. Knotty pine cabinets

are on either side of the fireplace and contain bright copper pieces, pottery, record albums and books. Maple furniture is used in the dining area and knotty pine corner cabinets have black hinges. Mrs. Barnes has the sort of kitchen of which every woman dreams. It is divided into three areas, the service area with a washer and dryer is separated by knotty pine cabinets from the main work area, and the

stainless steel sink and more cabinets make a division for the breakfast area. Terrazzo marble in a spatter pattern of yellow, cream and black is used in the kitchen. Green wrought-iron furniture with rose seat pads make the patio attractive; squares of grass matting on the concrete give an impression of an outdoor living room. A handsome staircase leads from the entrance hall to the second floor. A window of

leaded glass is directly over it and the bannister is black wrought-iron. A huge closet for luggage is off the stairway at the top. THE DEN is done in Cherokee red, with the stone walls painted to match the upholstery covering of a pair of twin beds made up to resemble davenports and set into one wall. This room thus can serve the purpose of a guest room when necessary. The floor is

uncarpeted so that Mrs. Barnes can use her beautiful Navajo rugs of black, white, gray and brown. The master bedroom is large, with doors leading out to an open porch overlooking the bay. The walls are bleached mahogany with wallpaper inserted between upper and lower panels. A guest room has a pink color scheme with Grandma Moses draperies at the window and a crocheted spread on the bed.

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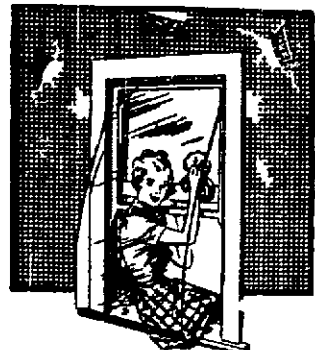
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By Milt Brouhard

IF SOME old Norse warrior
now residing in Valhalla
should decide to make a re-
turn trip to his Viking home-
land and misjudge his landfall
he would feel right at home
should his mistake carry him
to Strawberry Flat in the San
Bernardino Mountains. For
there, a scant three-hour drive
from Long Beach, is Rock-
wood, an exact replica of an
old Norse hunting lodge, owned
by Mr. and Mrs. Fred Ortman,
1560 Stone Canyon Rd., Los An-
geles.

Built on a gentle slope, each
of Rockwood's six main build-
ing rooms is stepped down so
as to provide a series of three
living rooms plus a bedroom
containing two bunk beds; a
kitchen and dining area. A pre-
war addition made by the Ort-
mans is a modern apartment
connected to the older building
by a wooden catwalk. The two
units with the aid of a picket
fence form an enclosed sec-



Like the interior of an old Norse hunting lodge is this San Bernardino Moun-
tain cabin. Fireplace view above shows how a huge boulder was left in place.

tion which has been trans-
formed into a secluded, wind-
less patio.

The Ortman purchased the
home from its builder, Arthur
E. Scoles. A retired civil en-
gineer who had been in the em-
ploy of John D. Rockefeller,
Scoles decided upon his retire-
ment to erect in the deep
woods of the flat a lodge simi-
lar to those which he remem-
bered from his childhood in the
Scandinavian countries.

Construction was started in
the fall of 1915 and he placed
the finishing touches to his
part in Rockwood in the fall of
1920. A meticulous bookkeeper
as well as a deft craftsman,
Scoles recorded that over the
5-year span he had actually
put in nine months, three days
and eight hours cutting, hew-
ing, cementing and hauling.

Skills which had aided Scoles
in railroad construction in
darkest Africa enabled him and
his wife to make use of the
materials at hand to forge
Rockwood. From the forest
around them he selected his
lumber; every wood in the
mountains is represented in the
edifice; sugar, yellow and Jeff-
rey pine, cedar, fir and oak.
When a huge boulder was dis-
covered to be blocking the con-
struction of the exterior wall it
was utilized as a part of the
wall design.

SCOLES borrowed from the
Norse when he treated
the timbers that were to go
into Rockwood. Worms were
forced under the bark of the
freshly chopped trees and for
a year they fed in the darkness,
marching back and forth. Then
the bark was stripped off and
the beautiful patterns etched
by this vermination were re-
vealed. After the stripping the
heavy timbers were twice
boiled in oil to prevent rot and
termite infestation. Wherever
limbs had sprung from the liv-
ing tree Scoles merely hacked
away the surplus leaving the
stump to become a part of the
rustic design which he was in-
corporating into Rockwood.

Methodically he started with
the dining room, which is the
highest level of the home, and



—Photos by the Author

A view of detail in cabin dining room, showing use of
knotty pine and heavy beams in gaining rustic effect.

worked downhill to finish the
bedroom last. The U. S. For-
est Service acclaimed Rock-
wood as the most unique build-
ing of its type in the entire
United States.

Since the Ortman pur-
chased Rockwood they have
modernized its interior and
added gas, electricity and a
telephone—the latter a much
decried concession to civiliza-
tion and business urgency
which neither of the Ortman
cared to make. Scoles' old
wooden furniture which was
in keeping with the hardy Norse
traditions has been removed
and replaced with Early Ameri-
can and Ortman has added
some hunting trophies. But
other than these few touches,
Rockwood remains today what
it has always been—a Norse-
man's home in the woods, un-
touched by civilization, unwar-
ried by the moving of time.



Step-downs in construction of this cabin are shown above. Left levels are two
living room units; right, a bedroom. Catwalk connects with separate apartment.

Save, Keep Cool

By P. W. Jones

IN THESE days of the
shrinking dollar, we home-
owners search anxiously
for ways to keep home main-
tenance bills down, but we're
rather short-sighted in this
respect. We don't look very
far beyond this month, or this
year, in the search for cost cut-
ters.

One long-range answer is to
be found in exhaust ventila-
tion. Attic and window fans
are gaining acceptance as ef-
ficient and low-cost ways of
adding years of trouble-free
life to the average family
dwelling, and of saving im-
portant maintenance dollars.

Most basements are usually
damp, attics are warm and
dry. And there is always
moisture in the air, suspended
in millions of tiny droplets,
that we don't ordinarily notice.

Warm air is like a sponge
and holds much more moisture
than cold air. The effect of
suddenly cooling warm air is
something like squeezing a
saturated sponge, because cool
air doesn't have the water-
carrying capacity of warm air.
So, when air in the basement
cools off, the moisture in it
condenses and is deposited on
walls and floor.

adding up to costly repair bills.

Attic and window fans op-
erate best on the night-
cooling principle. During the
day the hot sun on the roof
sends the interior tempera-
ture soaring. When the sun
goes down in the evening the
outside temperature drops sud-
denly, but the temperature
loss inside is slower.

By switching on the fan in
the evening the homeowner
can reduce the temperature by
20 to 30 degrees in minutes.
This is the cheapest way of
operating the fan—taking ad-
vantage of the cool night
breezes.

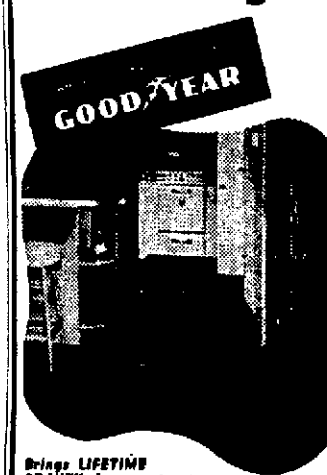
Moisture collecting in the
house allows fungus to grow.
These parasites live off wood
and other organic material. A
moisture-soaked house is the
ideal environment for fungus,
and its effect on a house is
just as damaging as primary
water damage.

TO INSURE that an exhaust
fan is properly rated, it
should bear the "Certified Rat-
ings" label, indicating satisfac-
tory compliance with industry-
government standards.

These standards are ex-
plained in "Commercial Stand-
ards" 178-51 and 179-51, pub-
lished by the U. S. Department
of Commerce to provide guid-
ance in the selection and in-
stallation of ventilating fans.

These bulletins can be ob-
tained for reference or distri-
bution at a cost of 5 cents each
from the Superintendent of
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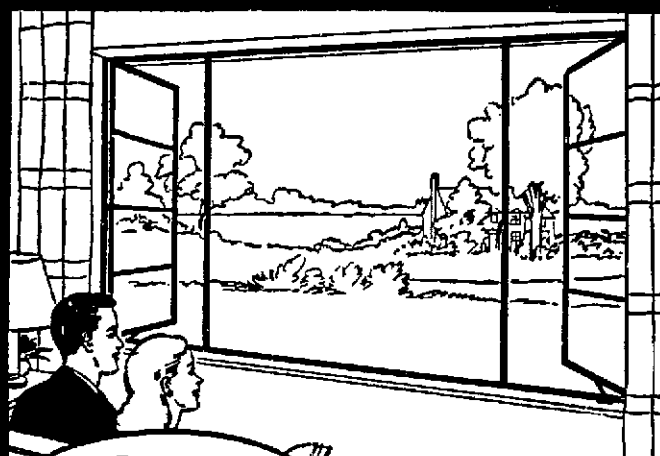


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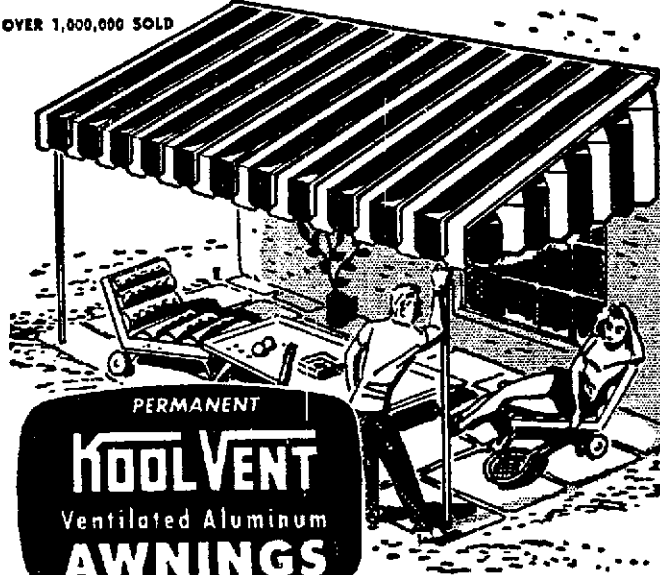


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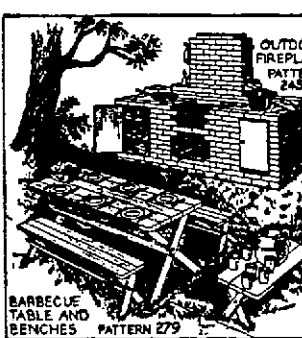
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a room with otherwise quiet
lines, the effect can be pleas-
ingly striking.

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we've seen include protruding
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heart-shaped love-seats, sharp-
ly sloped chair arms. Or it
may be only the color that's
almost "weird."

When cleverly done, these
"outlandish styles" can add spice
to your selection of seating
pieces. But take warning, the
combination is difficult to
work. If you are willing to try,
you will be rewarded with a
zesty excitement in your living-
room decor.

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House of Friendly Charm



Fireplace and planter under the window, both of old brick, form the center of interest in the living room of the home of Mr. and Mrs. George O'Hara and family. Furnishings impart to the room an air of friendly informality.

By Elizabeth Knight

THE GEORGE O'HARAS are newcomers to California—they came from Niagara Falls, N. Y. When they began to look for a house in Long Beach they decided they didn't want a "period" house, but one which would be friendly and casual and would suit their family of three daughters and one son. They found just what they wanted at 4421 California Ave., a house built from plans drawn by Clarence N. Aldrich, architect. It contains 1950 square feet.

The exterior of the O'Hara home is of redwood and stucco and the entrance is wide and friendly. The entrance hall is papered with a calico print and the floor is of red tile. Mrs. O'Hara uses old-fashioned



Friendly warmth marks the George O'Hara home, within and without. View above shows redwood and stucco finish. Windows are shuttered and diamond paned.

hooked rugs here and she has an old mahogany table with a gilt-framed mirror against one wall. Carved chairs with needlepoint seats complete the furnishings.

The living room, directly in front of the entrance hall, is a long room with the center of interest in the fireplace of old brick with a raised hearth. A low brick planter runs from the fireplace along the base of a picture window which looks out upon the garden. The planter is a mass of green vines which the O'Haras say visitors push back so they can use the planter as a window seat when they have a large group of people.

For draperies, Mrs. O'Hara chose a flowered design with lovely shades of lavender, rose, gold and green. Curtains between the drapes are oyster white. One wall is of knotty pine and the others a combination of the pine and a print paper with a pattern of country scenes. The colors in the paper are rose, green and beige.

A kidney-shaped mahogany coffee table stands in front of the large brown davenport. One chair is upholstered in green, another in a tan damask, a third has a needlepoint covering with a black background.

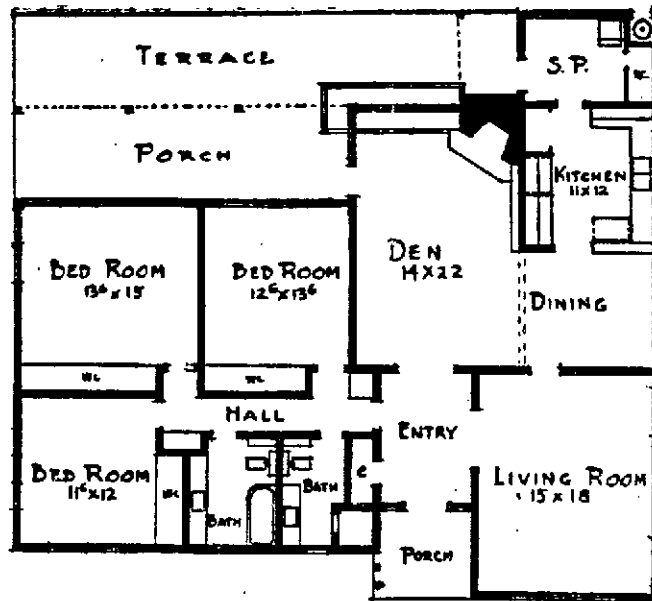
THE DINING ROOM opens from the living room and is furnished with magnolia, a wood Mrs. O'Hara has found requires little polishing—it always seems to shine—and her Crown Derby rose pattern din-

ner set shows off to advantage in the shelves of the hutch cabinet. The same drapery material is used here as in the living room.

"My kitchen is very compact," Mrs. O'Hara said, and she likes the warmth of the knotty pine cabinet with its black hinges. The exposed brick of the living room fireplace gives the kitchen a homey atmosphere also. It is a good place for Mrs. O'Hara's Revere copper to gleam forth.

A service room is beyond the kitchen and a doorway leads to the garden. Here O'Hara has planted a rose garden of Peace, Helen Traubel and Picture roses only, to create a fanciful picture of the inside of an abalone shell—colors shading from cream to pink and deep salmon, against the grapestake fencing.

THE THREE O'HARA girls have their bedroom at the



FLOOR PLAN
CLARENCE N. ALDRICH ARCHITECT
AREA 1950

right of the entrance hall. It is furnished in maple and has a parquet floor. The double bed and a single bed are covered with rose spreads with brown skirts and brown ruffles around the rose pillow covers. Unbleached muslin curtains hang at the windows and tie-back drapes of the same material have ruffles of plaid—rose, brown and chartreuse. The wallpaper pattern is rose and brown.

The wing, at the left side of the entrance hall, contains two baths and two bedrooms. The O'Hara's son, Hank, has his room furnished in maple, with green plaid draperies, green throw rugs and a green chintz chair. The master bedroom is very large and the use of an unusual drapery arrangement provides accent. One drapery at the corner window is gold and one is of green, flowered material. The walls next to these vary—one wall all gray and the other flowered, with the draperies hung so that the plain wall is next to the flowered drape and the gold drape next to the flowered wall. A tremendous gold-framed mirror also gives the room a look of spaciousness.

The O'Haras like the friendly warmth of California after the cold climate of Niagara Falls and in their new home they have created a friendly warmth to match it.



—Photos by H. S. Melvin

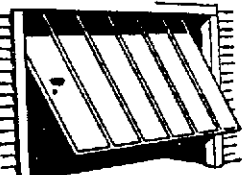
The bedroom of the three O'Hara girls is done in rose, brown. Unbleached muslin, plaid ruffles at windows.



Dining room draperies and carpeting are the same as in the living room and one wall is of knotty pine. Furniture is magnolia with a rich gloss finish.

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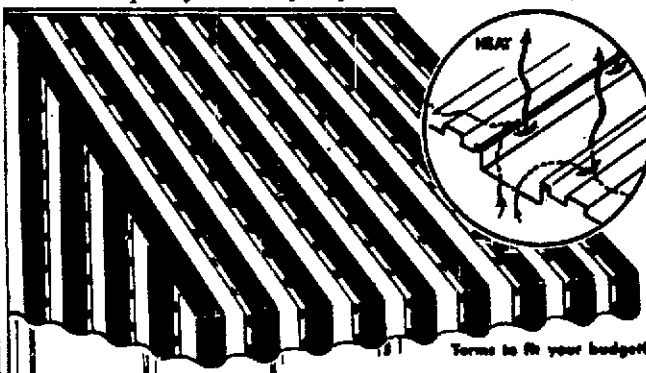
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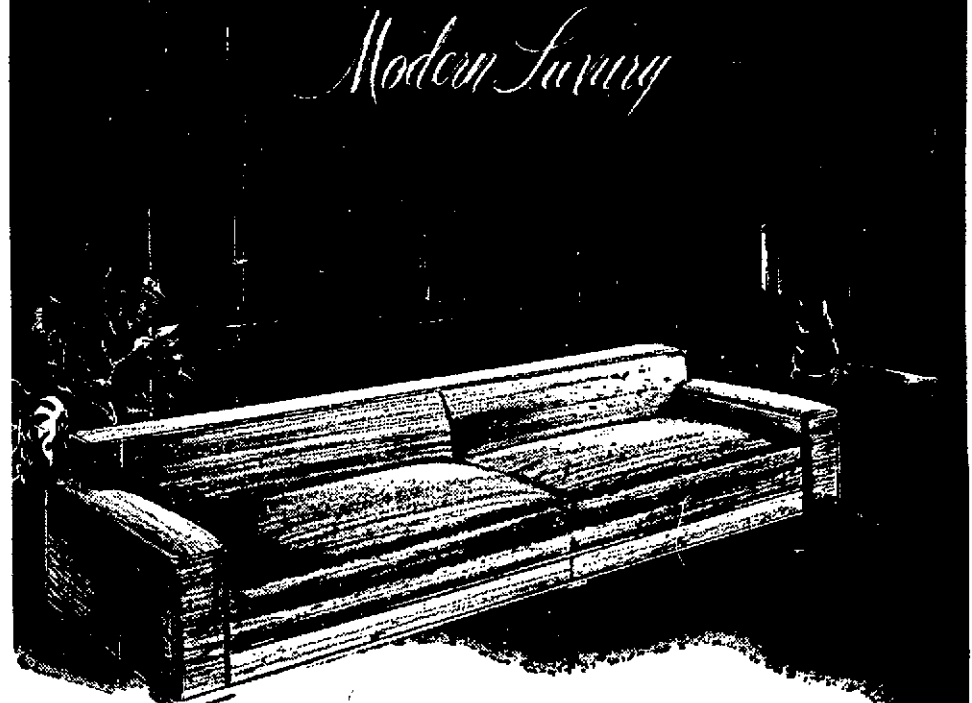
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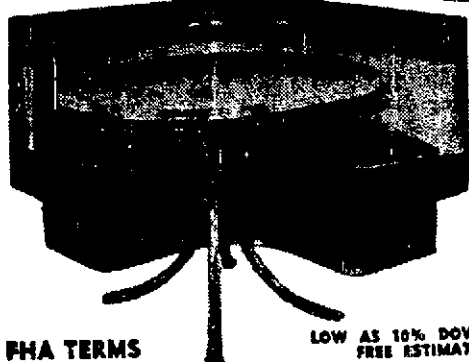
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Ghosts of San Francisco

THE WESTERN GATE: A San Francisco Reader, Edited by Joseph Henry Jackson, 326 pp., New York: Farrar, Straus and Young, \$4.75.

By Fred Taylor Kraft
Press-Telegram Book Editor

IT IS refreshing to read a story told in a new way, doubly so when that story marches out the ghosts of the great and near great of California's golden past. Here is just such a book, the story of San Francisco told by many literary people who knew that now-glamorous metropolis before and when it was Yerba Buena, right on down into the 20th Century. Each tells a distinctive and, often, seldom-published chapter in the annals of the city by the Golden Gate, and each seems to blend into

the next as if it were written by a prearranged plan.

Editor Jackson has divided his book into four parts: "Before the Gold," "The Gold Rush," "City in the Making," and "City of Our Times." Each carries an introduction which sets the mood for and carefully explains the history of that period, and how the subsequent chapters fit in.

The first prose piece is Fray Francisco Paulo's "Founding the Presidio," which is just about the earliest bit of writing known on the San Francisco region. It is followed by "Russia Looks at Nueva California," by none other than the Nikolai Petrovich Rezanov who figured in a tragic love affair

with a beautiful senorita. Chapters are by figures whose stars shine brightly in the saga of San Francisco—Bret Harte, Richard Henry Dana, Gen. John C. Fremont, Hubert Howe Bancroft, Mark Twain, Emperor Norton I, Ambrose Bierce, Joaquin Miller, Jack London, and many others. Some of these had not seen the light of print for many years and to rediscover them is a rare thrill.

Only Joseph Henry Jackson could have edited a book in which flows such boundless moods, such love for a city, such skill in factual reporting, such literary excellence—genius which has echoed and reverberated for more than a century.



Alan Moorehead, whose "The Traitors" is a study of atomic spies (see review).

Two Books About Spies

THE TRAITORS, by Alan Moorehead, 222 pp., New York: Charles Scribner's Sons, \$3.50.

SPY CATCHER, by Creste Pinto, 215 pp., New York: Harper Brothers, \$2.95.

BOTH OF THESE exciting books are about spies, and to read one is to want to read the other.

In "The Traitors," Author Moorehead, one of Britain's most distinguished journalists, writes about Klaus Fuchs, Bruno Pontecorvo and Allan Nunn May. While his book is a serious study of what made these atomic spies tick, it also is packed with the suspense and thrills of the chase. Much of the material, heretofore unpublished, was cleared by highest authorities in British security.

"Spy Catcher" is also fact. Pinto, a Hollander, spent 30 years in Counter-Intelligence before his "retirement" in 1948, was personally responsible for the execution of seven spies working against America and her allies, and for long prison terms for many more. The reading of these experiences of his chase and capture of some of the most cunning of these spies is a blood-tingling adventure.

Emotions Blend Into Rich Tale

ESCAPE FROM PARADISE, by Katharine Tegen, 206 pp., New York: Charles Scribner's Sons, \$2.

By Gerald Lagard

AUNT KINNY'S "FAMILY" was large, assorted and confusing. But she had the great wealth and the great heart to devote to the children who were related to her in odd ways. There was Maggie, she of the red hair and confused temperament who tells the story; and Selena, who early showed signs of neurosis and a great feeling of sin which was larger than she. And there was Luke, who drew both the girls and from whom Selena turned in horror when he kissed her, and only Maggie's encounter with her in the middle of the night kept her from suicide.

As the three grew into the period of the '90s, the broad luxury of the times affects them all, and the gentleness with which Aunt Kinny held them in her private paradise brought on varied reactions. Selena at last felt that Luke was "wedded" to her because of her early kiss, and even when Maggie and Luke announced their troth, Selena remained coolly confident that Luke would be hers.

Chris was a different type of man than Luke. His was a gentle and constant love for Maggie, with none of the boldness and masculine cruelty which womenkind often find attractive. So when Selena maintained her saintly confidence that Luke would at last turn back to her, Maggie accepted Chris' proposal and married him.

Out of this conflict of emotions and temperaments, the author has done a superb novel that is a rich experience in reading.

Benny Goodman Trio's Radio Concert Reissued

THE MOST FAMOUS jazz trio in musical history is the Benny Goodman Trio, which from 1936 to 1938 established a standard for small combination solo and unison work that never has been equaled. Records by the trio—Benny on clarinet, Teddy Wilson on piano and Gene Krupa on drums—sound as exciting today as the day they were made.

The trio broke up in 1938 when Gene Krupa left the Goodman band. The group never played again in public until the radio disc jockey Martin Block got the original players together April 1, 1951 for a memorable radio concert in aid of ailing Fletcher Henderson, whose arrangements helped skyrocket the original Goodman band to fame in the 1930s. Recordings of the radio session were sold afterward as collector's items at a premium price, but distribution was limited.

Now Columbia has reissued the radio concert on a 12-inch long-playing record that deserves a place in every collector's library. Benny, Teddy and Gene, a bit rusty after all those years apart, don't play with quite the same polish and precision they did in the old days, but their renditions of "China Boy," "Runnin' Wild," "Body and Soul," and "Rose Room" are far and away better than most of the jazz to be heard these days. Lou McGarity on trombone, Buck Clayton on trumpet, Eddie Safranski on bass and John Smith on guitar join the trio on some of the

Long Beach Best Sellers

FICTION: 1. THE SILVER CHALICE, by Cecil. 2. THE CAINE MUTINY, by Wouk. 3. THE HOUSES IN BETWEEN, by Spring. 4. MATADOR, by Conrad. 5. THE CRUEL, by M. M. M. 6. THE GOWN OF GLORY, by T. M. NONFICTION: 1. THE SKA AROUND US, by C. M. 2. WITNESS, by Chambers. 3. MAN CALLED PETER, by M. G. 4. ANNE FRANK: DIARY OF A YOUNG GIRL, edited by M. J. 5. THE THUNDER ALBUM. 6. SUBMARINE, by Beach.



This Andre Marchand poster is included in show of 40 Paris posters at Municipal Art Center, E. Ocean Blvd.

Current Art Shows

MUNICIPAL ART CENTER, 2300 E. Ocean Blvd.: Bernard Rosenthal sculpture, Paris posters, Clarence Laughlin photographs.

PACIFIC COAST CLUB, 850 E. Ocean Blvd.: Charles G. Argall portraits.

HOTEL LAFAYETTE, Broadway and Linden Ave.: Water colors, drawings, fashion designs by Alice May Estes, Charlene Peterson, Charlotte Jacobson, Long Beach Art Association scholarship winners.

SPECTRUM CLUB GALLERY, 225 E. Third St.: Harold V. Young landscapes; Spectrum Club members' show.

LONG BEACH BRANCH LOS ANGELES COUNTY MEDICAL ASSOCIATION OFFICE, 814 Pine Ave.: Karl Seethaler paintings, drawings, textographs.

LONG BEACH PUBLIC LIBRARY, Lincoln Park: Sketches by high school art students for library booklet, "America Is You."

Southland Artists Rate High at State Fair Show

SOUTHERN CALIFORNIA artists will rate high in the Arts and Crafts Show at the California State Fair in Sacramento Aug. 28 through Sept. 7.

Ina deCan, Long Beach sculptor, won a gold medal and \$700 for first place in sculpture, with a figure of a young Nubian goat.

Mentor Huebner of Los Angeles won the \$1000 prize for his conservative oil, "Love Affair,"; Howard Bradford, Los Angeles, placed first in modern oils to win \$1000 for his painting, "After the Hunt," and Sister Mary Corita, Los Angeles, won \$300 for first place in her print "The Lord Is With Thee."

Donald Teague, Carmel, won first place in water color and \$500 for "Shippard Singapore." Entries winning first and second in oils; first in water colors; first, second and third in prints and first in sculpture become the property of the State Agricultural Society as part of a permanent collection now available for loan exhibition.

Artists competed for \$6200 in prizes. Fifteen cash prizes were awarded in oils, water colors, prints and sculpture. Forty-two honorable mentions were given to artists throughout the state.

Chosen by popular vote during the fair, the best oil, water color and print will be awarded plaques. Judges for sculpture were Russell D. Cangialosi, North Hollywood; Renzo Fendi, Santa Barbara; Albert Stewart, Claremont. The jury selecting winning entries in oils, water colors and prints was Phil Dike, Corona del Mar; Richard Haines, Los Angeles; Eugene Neuhaus, Berkeley; Abel G. Warshawsky, Monterey; Lundy Siegrist, Oakland.

The Crime Front

MURDER AT THE "ANGEL," by Hugh McCutcheon, 254 pp., New York: E. P. Dutton & Co., \$2.50.

BACK of Anthony Howard is a life in the Navy, and the tragic death of his wife. Now he is a private detective, and he finds a dead man in his London office. That the man was poisoned by atropine is at once significant, as the plant grows with lush health in the yard of the inn where Howard goes to attempt to keep the dead man's widow from the hangman. The inn is a madhouse of intrigue and sex and atomic scientists from a nearby plant, and Howard plunges into the job of finding out who most deserves suspicion.—G. L.

CAMPAIGN TRAIN, by The Gordons, 188 pp., New York: Crime Club for Doubleday, \$2.50.

ALMOST ANYTHING CAN HAPPEN on a campaign tour; sometimes candidates even earn votes. But what Governor Martin, candidate for President, earned were some attempts upon his life. That the girl who was his secretary had been "rehabilitated" by the governor was only one factor: The special train seemed to be loaded with people who had reasons to dislike Governor Martin. First it was a bullet, and then it was poison. And the suspense mounts up as the train reaches New York and a final scene.

Primitive Art to Be Displayed

By Vera Williams
Press-Telegram Art Editor

PRIMITIVE ART, largely sculpture, will be displayed Aug. 24 to Sept. 14 in the Municipal Art Center, 2300 E. Ocean Blvd., it is announced by Samuel W. Heaverlich, municipal art director. The Denver Museum will send 35 pieces, the Seattle Museum will ship a display and most of the remainder will come from private collections, including the celebrated collection of Kenneth MacGowan, Hollywood movie producer.

Only today and Tuesday remain in which to see the current show—18 pieces of open metal work sculpture by Bernard Rosenthal, who works with an acetylene torch; 35 photographs by Clarence Laughlin, modern photographer, native of New Orleans, and 40 Paris posters, including the work of Picasso, Braque and Matisse.

Comment on the show has been "extremely favorable," says Heaverlich.

Since 1936 when he first began to photograph his native city, Laughlin has had more than 35 one-man shows and his prints are in a number of collections, including the Metropolitan Museum in New York.

The posters exhibit is considered an anthology of the contemporary school, providing a study of trends in France.

Rosenthal, who uses industrial methods in sculpture, says, "When I think of sculpture, I think of linear forms enclosing space and the space becomes as important to the design as the solid forms. When I think of these linear forms, I think of metal—which frees me of the restrictions and the confining nature of wood and stone. A ribbon of metal can exist almost independently in space." Many of Rosenthal's figures are musicians, their instruments foils against the design of the figure, and fish under the surface of the sea.

Municipal Art Center hours are 10 a. m. to 5 p. m. Tuesday through Saturday; 1 to 5 p. m. Sunday; closed Monday.

PALOS VERDES COMMUNITY ARTS ASSOCIATION is presenting an exhibit this month of the Painters and Sculptors Club of Los Angeles in the Palos Verdes Public Library Gallery. Paul Nelson, exhibit chairman of the Los Angeles Club, arranged for the exhibit and Mrs. Wallace Lebkicher, exhibit chairman for the Palos Verdes group, arranged the display.

Landscapes Hung Here

TWENTY PAINTINGS, mostly landscapes, by Harold V. Young of Los Angeles were hung yesterday in the Spectrum Club Gallery, 225 E. Third St. Some 20 pictures by club members also hang in the gallery.

Young, who has been influenced in his painting by Christian von Schneidau, Sam Hyde Harris, Will Foster and William T. McDermott, has shown his work in the Los Angeles County Museum, Laguna Beach Art Gallery, Cathedral City, the Santa Paulas annual art exhibit, and the Bakersfield Art Association show. His "Desert Nobleman" won wide acclaim at Bakersfield and at the Friday Morning Club in Los Angeles.

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Dress Party for Dictator

THE FANCY DRESS PARTY, by Alvin Tarr, 206 pp., New York: Farrar, Straus and Young, \$3.

RURITANIA is author Moravia's choice of a name for his fascist state, which is vaguely South American. And his choice of characters for this maliciously written novel include the Dictator, Fausta whom he wants for a mistress, various lovers of Fausta's who combine their assorted talents for intrigue, lust and assassination to shape a sprightly tale for the discriminating reader.

The Duchess of Gorina, a wrinkled and panting woman of great social ambition, gives the fancy dress party to lure Tereso the Dictator into her social set, something quite impossible until she reasoned that Fausta might add to the lure. And a planned attempt at blowing the Dictator to pieces is only one of the bits of intrigue that fall into place as the party takes up, swells into a strange shape and blows in an unexpected direction.

The style for this type of thing is superb, a wry and subtle mockery of the human equations that are a part of all. And the ending is a legitimate surprise and one which will strike the reader a lusty clout.

'Caine Mutiny' Still on Top

TWO IMPORTANT EVENTS in the career of "The Caine Mutiny," Herman Wouk's Pulitzer Prize winning novel, are currently being celebrated by Doubleday. This month the book has its first anniversary as the nation's top best-seller in fiction, a position it has held continuously, with the exception of four weeks in March and April, for a full year. In July the bookstore sales of "The Caine Mutiny" passed the 300,000 mark.

Novels Reprinted

Four reprinted fiction titles will be distributed this week under the imprint of Perma-books (35 cents), including Anne Powers' "Rogue's Honor," a best seller of five years ago woven around the 100 Years War.

The other pocket-size books by Perma-books: "Stronghold," by Donald Barr Chidsey; "Victory in the Dust," by Arthur Phillips; and "Trumpet to Arms," by Bruce Lancaster.

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Fiction Shelf

GATEWAY TO FORTUNE, by Peter Bourne, 348 pp., New York: G. P. Putnam's Sons, \$3.50.

INTRIGUE, bribery, violence and courage are the elements of this fast-paced tale of Panama before and during the construction of the canal. No little history—much of it the kind that isn't found in school texts—has been included to round out this great adventure of a young American engineer.

Wesley Adam is caught squarely in the middle of the surge of historic Panamanian events. He has a part in lobbying for the canal, helps foment the Panama revolution, assists in the building of the "big ditch." Woven into the historical background are a tragic marriage and a romance which involves two mysterious, beautiful daughters of an old French engineer.

Lusty, brawling adventure that will make you want to keep turning the pages.—L. A.

HELEN TEMPLETON'S DAUGHTER, by Louise Eschrig Crump, New York: Longmans, Green and Co., \$3.

THE YEAR WAS 1910 and the locale in Louise Crump's book is the Mississippi

Books, Writers

'Woman on Horseback' Tale of Paraguay's War

By Joseph Joel Keith

WILLIAM E. BARRETT, author of "Woman on Horseback," offers dramatic proof that the female companions of the men-and-wives teams of history are a great deal more than the powers behind the thrones.

PARAGUAY, in 1814, and for many years, lived under dictatorships, but the author is concerned mainly with the brutal rule of Francisco Lopez and his Irish mistress, Eliza Lynch. Ugly and surly, young Francisco had been well educated, and when he thought of Napoleon's career and was warned and led on by an ambitious mistress, he rode with a new vigor, Eliza beside him.

ELIZA LYNCH led her protector and joint ruler into war against Argentina, Brazil and Uruguay, an ambitious program that led inevitably to Francisco's death. And the exiled Eliza died a pauper's death in France.

MR. BARRETT'S "Woman on Horseback," published by Doubleday, is a story that is built scene by scene; it moves as a war moves, many small battles culminating into one final, melodramatic sweep.

MR. BARRETT gives his readers another wide picture of that vast land, South America, a section viewed only through a telescope by many United States citizens. "Woman on Horseback" is dynamic history and rich story telling.

LILLIAN S. GRAHAM'S and Marjorie Wackerbarth's "Party Fun," published by Prentice-Hall, will delight children from

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HARRY RICHARD

60 W. Arbor - Off Long Beach Blvd. at 48th

Art Students Exhibit Work

BUBBLING with youth and high spirits, work of three young artists who have been awarded scholarships by the Long Beach Art Association hangs in Hotel Lafayette Gallery. The exhibit includes water colors, pen and ink drawings, scratchboard drawings, and a series of fashion designs accompanied by photographs of the finished garments on models.

The young exhibiting artists are Alice May Estes, a graduate of Chouliard's who now is doing fine lace clothes designs; Charlene Peterson and Charlotte Jacobson, winners last year and this year, respectively, who are students at Chouliard's.

Stamp Commemorates First Printing of Bible

ON THE EVENING of Sept. 30, several million Americans in more than 3000 communities will gather to honor the Holy Bible. On this date the new and revised standard version of both the Old and New Testaments will be released to the public.

National Bible Week will begin. Protestants, Catholics and Jews will co-operate in the various cities to focus attention on the vital contribution the Bible has made on our heritage and our national way of life.

To coincide with this observance and to commemorate the 500th anniversary of the printing of the Holy Bible from movable type as devised by Johann Gutenberg, the U. S. will issue a new three-cent stamp.

The background for the overall design of the new stamp will depict an unfurled paper scroll. A vignette of "Gutenberg Showing a Proof to the Elector of Mainz" appears on

the left. The right side of the adhesive shows the dates 1452-1952 below which are the words "500th anniversary of the printing of the first book, The Holy Bible, from movable type, by Johann Gutenberg."

The original mural which was used for the central subject of this stamp is in the New York Public Library and was painted by Edward Laning.

Stamp collectors desiring first day cancellations may send addressed envelopes to the Postmaster, Washington 13, D. C., with money order remittance to cover the cost of the stamps to be affixed prior to Sept. 30. (Three cents for each.)

An enclosure of medium weight should be placed in each envelope. The outside envelope to the postmaster should be endorsed "first day covers."

LOCAL stamp collectors are invited to the slide lecture at the 7:30 p. m. Monday meeting of the Long Beach Stamp Collectors Club, 208 Linden Ave. The lecture, prepared by the National Federation of Stamp Clubs, will feature U. S. commemorative stamps of 1901-1932 and develops a wealth of material associated with the art, design and historical significance of the U. S. issues of the early 20th Century.



Long Beach Board of Realtors President Clive Graham, left, and H. Herschel Hart, immediate past president, are shown above as they display a certificate for honorable mention from the state's council division of NAREB. The award, which was won during Hart's term as president, was for outstanding achievements in education, state, national activities.

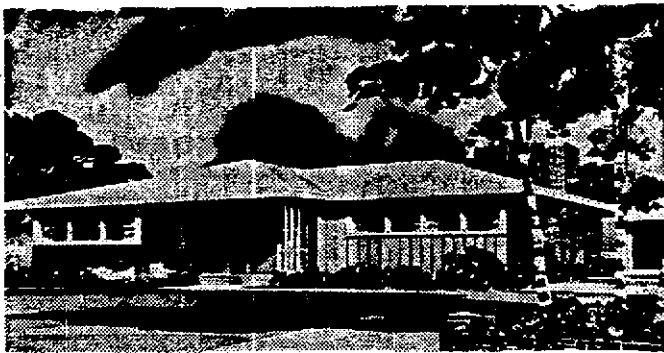
Modern Tracts Exemplify the Postwar Housing Revolution

SINCE WAR'S end, the U. S. has learned to build houses with the same mass-production hustle with which it pops out cars and toasters, according to an article in Time Magazine. All the conditions were ripe for the postwar revolution in housing. There was the huge pent-up demand of the war, plus the requirements of more than 12 million marriages, 21 million babies in the last seven years. The money to build was also there; savings were at an all-time high and the federal government's easy credit permitted an ex-GI to buy a \$10,000 house with no down payment and 25 years to pay.

Private industry jumped to do the enormous job. In seven years, 6,400,000 housing units went up, equaling the total of the preceding 18 years. Mass-production builders like Long Island's William Levitt, Miami's Tom Coogan, Los Angeles' Fritz Burns, and the Lakewood developers raised whole new cities by working out new techniques, standardizing doors and windows and dozens of other parts, and putting them together on the site. They were not the only innovators. The custom builders (i.e., the higher-priced contractors who tailor a house to the tastes of individual buyers) borrowed tricks from the mass builders. Instead of putting up only a handful of houses a year, as they had before the war, many put up scores at a time. The greatest architectural experimenters of all were the builders of modern houses. In the '30s and '40s, most modern houses were little more than

Realtors Enter Contest

CONSIDERABLE interest has been expressed by Long Beach realtors in the entering of the state-wide contest on the subject of "My Home Town," according to Carl Crothers, chairman of the Speakers Round Table. San Francisco will be the scene of this confab, which will be sponsored by the California Real Estate Association on Oct. 5-9.



Variety in styling is available among 29 different elevations at Lakewood Plaza, new Aldon Construction Co. development north of East Spring St. between Studebaker Rd. and Palo Verde Ave. in Lakewood District. This home is typical of the 516 three-bedroom, two-bath dwellings being built.

Lakewood Plaza Stresses Styles

EVERY popular architectural style has been utilized to achieve variety at Lakewood Plaza, new residential development north of E. Spring St., between Studebaker Rd. and Palo Verde Ave., in the Lakewood district. Aldon Construction Co., developer, announced that among the styles are ranch, farmhouses, modern, provincial, early American and colonial and variations of those basic designs.

Twenty-nine different elevations, each with a variety of color schemes, are used in keeping with the company's policy of avoiding uniformity, Aldon spokesmen explained. Homes in the newest unit of Lakewood Plaza are priced at \$12,000 each. Veterans may buy the dwellings on down payment of \$825 plus impounds and closing costs, with monthly installments of \$59 for principal and interest. Terms are also in effect for non-veterans. Large crowds have been visiting the homes, it was reported. Still serving as the principal attraction are four model homes, each furnished in a suitable theme by the Aaron Schultz furniture stores of Long Beach. The model homes

are open daily and Sunday from 10 a. m. to 8 p. m. Kitchens in the Lakewood Plaza homes are described as outstandingly designed and completely equipped. They have such appointments as birch or knotty pine cabinets in natural finish, Waste King garbage pulverizers, built-in breakfast nooks, inlaid linoleum, and coved sink tops. Living rooms are at the rear. One wall is paneled completely in ash or Philippine mahogany in rich natural finish. A wall of windows with French door opens to the terrace. A foremost feature of each living room is an Arizona flagstone fireplace and hearth.

Basic Realty Course

FUNDAMENTALS in Real Estate is the course offered by the Long Beach Board of Realtors in the fall, for those desirous of learning the foundation on which exams are based, according to President Clive Graham.

This course is designed to assist the beginners as well as those wanting to acquaint themselves with the laws of California involving real property. According to John Bohan, chairman, the staff will consist of attorneys, Realtors, and appraisers. Polytechnic High School is the scene of the classes to be held for a period of 10 weeks beginning on Sept. 27 in Room 421 every Wednesday night at 7 p. m. Registrations may be made by calling the Board of Realtors at 71-8441.

Eliminate Odor

If sewer odors are noticed in the basement or utility room, it probably means that the water has evaporated from the traps under the floor drain.



Sales in excess of \$600,000 since April 15, including the sale of a \$240,000 ranch in south Orange County, is the occasion for a steak dinner given to his sales force by Frank Abbott, realtor, 9831 Garden Grove Blvd. Left to right are Tom Youmans, Florence Youmans, Abbott, Betty Zielke and Betty Abbott.

Buy in Advance

INSURANCE of advance commitments to buy FHA-insured and VA-guaranteed mortgages covering defense, military and disaster housing has been started by the Federal National Mortgage Association. It is also resuming purchase of such mortgages over the counter.

Both actions follow the President's approval of the Housing Act of 1952 which increased FNMA's purchasing authority by \$900 million. This advance commitment program expires June 30, 1953.

Three important changes from the former procedure have been announced: 1. Holders of such mortgages need no longer wait for two months before selling them to FNMA. 2. No longer are lenders restricted to offering only 50 per cent of such mortgages for sale to the FNMA. 3. To obtain

an advance commitment, the seller must hold an FHA insurance commitment or a VA certificate of reasonable value.

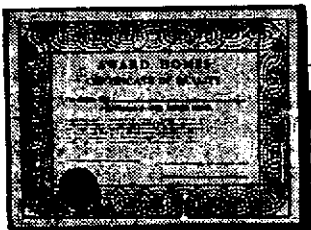
New Booklet on Homes Ready

"HOUSE and Site United" is the title of a new booklet prepared by the Housing and Home Finance Agency to aid homebuilders and owners to achieve better housing. Some of the factors discussed are: 1. Topography; 2. Put the Right House on the Lot; 3. Orientation for Sun; 4. Landscaping. The booklet is available for 15 cents from the Superintendent of Documents, Washington 25, D. C.

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Your Best Buy in a
3-Bedroom Home \$299.

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CERTIFICATE OF HIGH QUALITY
AWARDED WITH EVERY HOME... certifies that every detail of your new home—workmanship, construction, quality of materials—equals or actually surpasses the rigid specifications set up for the Award Homes. It is your assurance of HIGH QUALITY—AT LOW COST!

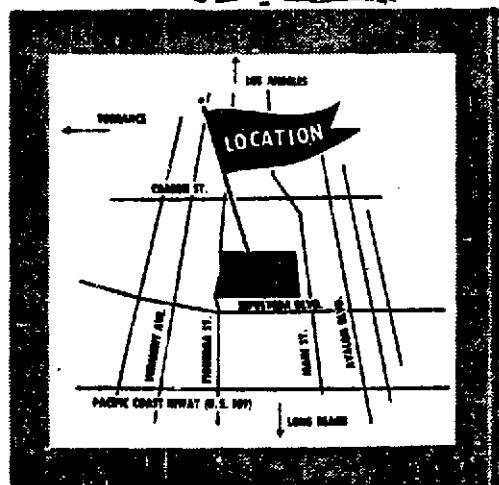
MODERN RANCH-TYPE HOMES—

In Your Choice of Ten Attractive Exteriors—and Four Basic Floor Plans!
Designed by famous architect, Edward H. Fickert, AIA. Smart exterior and interior colors custom-selected by William Manker, noted decorator.
Your AWARD HOME is full of "plus" values. For example, the Youngstown Steel kitchen features plenty of streamlined cabinets and a step-saving U-design. Breakfast nook area adjoins the kitchen—makes meal service a pleasure. Large, efficient service porch.
AWARD HOMES are equal in value—and beauty—to homes costing today 25% more!

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Beautifully furnished in French Provincial and Modern. New ideas by famous interior decorator. These homes will be sold soon—come to Suncrest Park today!

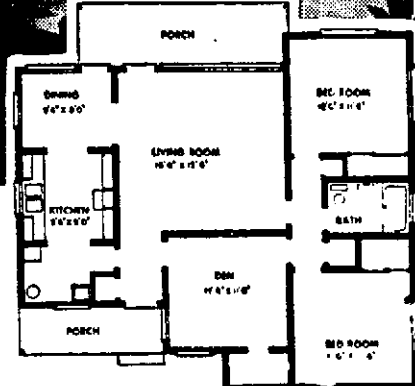
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Living Area 1037.6 Sq. Ft.
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MAKE YOUR CHOICE FROM 6 DIFFERENT FLOOR PLANS & 11 EXTERIOR ELEVATIONS

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Building Totals Up

THE MAGAZINE WESTERN BUILDING reported today that construction in the west during July was greater than that of July a year ago.

Estimated valuation of July, 1952, building permits for 271 western cities and counties was \$288,033,342. For the same month last year the valuation was \$186,096,291.

Construction of new dwelling units last month was reported as totalling 15,844, compared with 11,230 for the previous July.

The 10 cities and counties reporting the largest amount of construction last month included this community.

Long Beach reported \$5,777,275 for July, 1952; \$3,060,115 for July, 1951, and \$4,071,430 for June, 1952.



Installation of new officers of the Society of Residential Appraisers will take place at Goodwins restaurant Sept. 17. From left, seated, are Steve Spindell, secretary; Glen A. Gerken, president, and Arthur Johnson, first vice president. Standing, from left, Arthur Maspero, retiring president; James Edmonds Jr., second vice president; J. C. Hoffman and Frank Richey, directors, and Jim Mills, treasurer.

Community Development Slow

ALTHOUGH the total volume of new home production in the United States is holding close to last year's levels, economic uncertainties are slowing the pace of new community development, Joseph W. Lund, Boston, president of the National Association of Real Estate Boards, said recently.

He spoke to a dinner meeting of the Real Estate Board of Newark, and reported on data gathered in the 53rd periodic survey by NAREB of the real estate market. The survey covered 251 communities representative of all geographic regions and urban areas.

"Data of the government's Bureau of Labor Statistics," Lund said, "show that 243,000 new homes were started in the first quarter of 1952, compared to 260,300 in the same period last year. However, our own survey covering development of new suburban communities shows that land developers in 39 per cent of the communities report less activity for 1952 than took place last year. In 33 per cent of the localities, last year's level of community development is expected to be maintained. New community

development to exceed the 1951 volume is reported in 28 per cent of the communities.

"Community development, as contrasted with home building on available prepared building sites, involves long-range planning for market analysis, land acquisition, community design and site preparation. At the time government controls over real estate construction credit were adopted, there was a noticeable releasing of land options, which was the first step in slowing the long chain of activities that lead into new community development. Our current survey shows that the fear of increased emergency restrictions by government—which we now have in control over financing and use of materials—is a principal deterrent to community development.

"Underscoring the varied uncertainties that go with national emergency planning is the anticipation of a halt in the defense program that would bring a decline in general economic activity. This, too, is cited in some reports as a deterrent to the long-range work that goes into development of new communities. Higher costs for land and land

improvements, as well as a trend away from standardized, production-built housing, are also cited as factors in tapering down suburban community building in those areas where it has declined.

"Predictions as to future new community development generally project current experience. Stepped-up activity is expected in 22 per cent of the communities, a stabilized volume of work is forecast by 28 per cent, and a declining volume of development is expected in half of the reporting communities.

"Commenting on the quality of current community building, reporting real estate boards indicate that site and street plans generally conform to natural topography. In about 10 per cent of the cases, reports say, land planning ignores natural contours and topographic features.

"Four of every five replies report sufficient variation in exteriors of houses in new developments to avoid extreme monotony.

"In four out of five cases, also, reporting boards of Realtors credit developers with taking care to preserve natural

landscaping. Negative responses to this question were amplified with such comments as 'none to save' and 'sagebrush cleared.'

"Reports on the market for vacant land indicate few differences between established areas and new areas. In approximately two-thirds of the communities, prices of lots in both types of areas are higher than they were a year ago. Where price increases are not reported, there is a stable price situation for vacant lots in both established and new areas, only 5 per cent of the replies reporting any price decline.

"Volume of lot sales in established areas is higher than last year's volume in 36 per cent of the communities, while 45 per cent of the reports show a higher volume of activity in new areas.

Interest, Taxes Are Deductible

THE PROSPECTIVE home buyer should be interested to know that the amount he pays for real estate taxes and the amount of his mortgage interest payments will be deductible when he figures his federal and state income taxes.

At a five per cent rate, the interest payments on a 25-year term \$8000 trust deed amount to about \$400 a year during the first few years. These interest payments may be deducted from gross income by the home owner.

Harbor Dept. Constructing Kitchen New Type of Quay Wall Is Most Popular

CONSTRUCTION of a new type of quay wall, designed specifically for the economy of materials and a better distribution of weight upon the wall's foundation, got under way late last month in Long Beach Harbor.

The wall, being built at Berth 201, Pier A, in the outer harbor, will feature a foundation just two-thirds the size of conventional walls.

Both faces of the completed wall will slope from a 44-foot base to a point where the width has narrowed to nine and a half feet. At that point, the slope will continue on the inner face, but on the outer side, the wall will be cantilevered outward for a distance of 10 feet, 10 1/2 inches.

The purpose of the cantilevered top is to confine wave thrust beneath it and to prevent swells from breaking up over the structure. This feature is particularly important, since the wall is being constructed at a site where the ocean surge is quite noticeable.

The new shape and proportions of the wall will tend to carry loading more nearly to the center of the foundation, thus inducing a more equalized settling.

The quay wall will extend for a distance of 824 feet, due north and south, at the west end of Pier A, and will feature

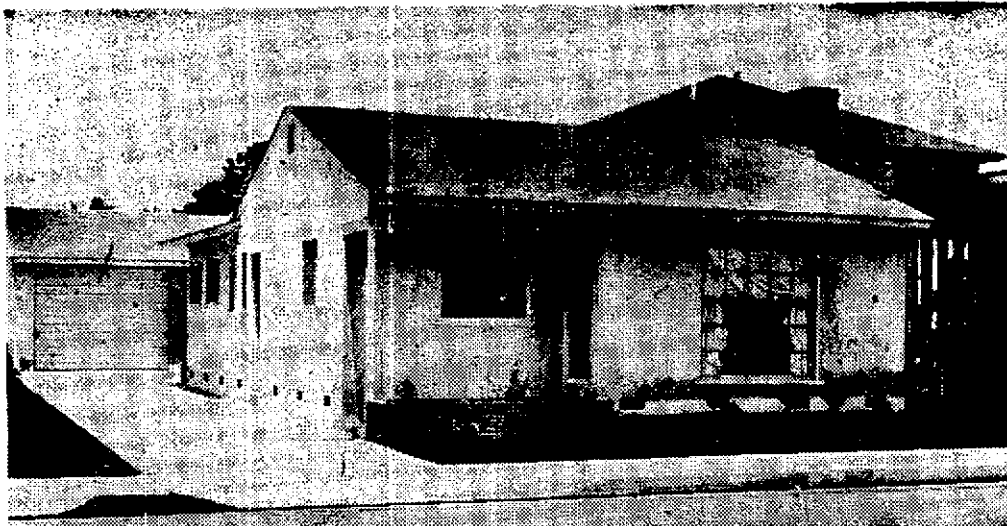
concrete and cyclopean rock construction.

Construction operations are directed by L. J. Sullivan, president of Johnson Western Constructors, holders of a \$677,400 contract for the project.

That company at present is dredging 81,000 cubic feet of sand at the site of the wall.

Ray Otti is project manager and superintendent of construction, assisted by L. O. Temple, project engineer, and Jack El-kington, office manager.

Supervision on the part of Long Beach Harbor Department is being carried out by Charles L. Vickers, assistant harbor engineer, and Frank Cramer, chief inspector for the harbor department.



This two-bedroom home at 1029 E. Market St. was sold through the Long Beach Board of Realtors Multiple Listing Service for approximately \$18,000. Jack White was the seller and Mr. and Mrs. Delbert Donaldson the buyers. H. Adema, realtor at 5940 Atlantic Ave., handled the transaction.

To Lift Housing Credit Controls

REGULATION X controls on housing credit probably will be lifted late next month, officials contend.

The Defense Production Act says the controls must come off, or be greatly relaxed, if the rate of new housing starts falling below 1,200,000 per year for three months in a row. The number of new houses started in June was 10 per cent below that rate.

Health Center

H. Harwick is project manager and S. Hardwick is engineer on construction of a branch health center in San Pedro, for which Harwick & Son, Hollywood, were awarded the \$218,777 contract. Jim Morris is job superintendent.

Cutback on Commercial Building

PICK-UP after the steel strike finds NPA unlikely to approve a large volume of new commercial building for the first quarter of 1953, with no approvals in sight before that time. But applications may be submitted now. Officials think it's smart to get them in early. Production setback of the strike is estimated at 20 million tons, about one-fifth of the year's output.

More copper and aluminum, while steel is held tightly, if the prospect. Orders expected out soon will give builders more liberal quotas, and will virtually remove use limitations.

New copper allotments for one to four-family residential construction is expected to be 900 pounds per unit, or 1000 pounds if radiant heating is used. Industrial building will get 5000 pounds per unit per quarter; commercial, 1000 pounds per project per quarter.

Aluminum allocations will go to 275 pounds per residential unit, 4000 pounds per project per quarter for industrial building, and 2000 pounds per project for commercial building.

This is expected to relieve builders of any worries about copper and aluminum, and will permit use of these metals as a substitute for steel.

CARPENTERS BUILDERS CONTRACTORS Full Length Roof Framers

By A. Blechers
A pocket size book with the ENTIRE length of Common-Hip-Valley and Jack rafters completely worked out for you. The flattest pitch is 1/4-inch rise to each 12-inch run. Pitches increase 1/4-inch rise each time until the steep pitch of 24" rise to 12" run is reached.

There are 2400 widths of buildings for each pitch. The smallest width is 1/4 inch and they increase 1/4" each time until they cover a 50-foot building.

There are 2400 Commons and 2400 Hip, Valley & Jack lengths for each pitch. 230,400 rafter lengths for 48 pitches.

A hip roof is 48-94" wide. Pitch is 7 1/2" rise to 12" run. You can pick out the length of Commons, Hips and Jacks and IN ONE MINUTE the cuts. Let us prove it, or return your money.

Stationers
5649 ATLANTIC L. B. 2-5787

Life Expectancy

Life expectancy of a modern house is about 100 years. Life expectancy of a person is 66.7 years. Life average of the motor car is 8.4 years.



By NEWT TODD... Realty and Building Editor

AN OLD Wall Street axiom that market operators should never sell short on strike news apparently is a well recognized business procedure in Southern California's vigorous construction industry.

June brought extremely discouraging developments for the ordinary observer of the economic scene, with work stopped on hundreds of millions of dollars worth of construction projects and the threat of more widespread stoppage from a tightening steel supply situation stemming from the steel strike. In the face of these obstacles to planning, no one would have considered a slowdown in construction projects as anything but a normal trend.

But what happened?

Southern California's new construction projects announced in June established the highest dollar volume for any June in history and the second greatest monthly total ever recorded!

This achievement is all the more spectacular from a purely statistical viewpoint, for June normally should show a decline of around 5 per cent, so that a downturn of this proportion would mean no change at all to the statistician. Actually, June's figures registered an increase of more than 18 per cent over the May total!

With a total reported construction project volume of more than \$160,000,000 in June, Southern California's total for the first half of 1952 passed \$834,000,000 for a gain of 4.6 per cent over the corresponding period of 1951. If the steel supply situation permits, the construction total for all 1952 could well sail right by the \$1,500,000,000 figure for 1951 and even pass the record \$1,650,000,000 chalked up in 1950.

Features of activity in the first six months of this year have been records set for sustained volume in various types of work. The peaks and valleys that usually characterize Southern California construction have been largely absent, and volume has shown unusual stability at high levels.

Private construction was maintained above the \$100,000,000 mark for five consecutive months. It has never been done before.

Total reported construction was above \$130,000,000 for five successive months. It has never happened before.

These trends would appear to point to the fact that Southern California is a good place for men of faith.

Also, they stress the reasons for widespread acceptance of the economic theory that the construction industry is the last stronghold of the true American enterprise system, which means bold venture for high achievement.



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\$6495 ON YOUR LOT

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CONTRACTORS, BUILDERS and SUB-DIVIDERS
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ONLY AFTER YOU'VE SEEN...

a Brookhurst Park home will you believe that such values are possible in this day and age.

So many times you've been really impressed with what you've read, and then were disappointed with what you saw... but not when you inspect a Brookhurst home.

When we say that these homes are constructed of the finest materials available...

that there are all-electric kitchens...

all with two luxurious baths and three

or four spacious bedrooms...

all incorporated into individually designed homes

in a suburban setting of California eucalyptus

and orange trees—then these things are here and

they are yours to enjoy.

Several Brookhurst Park homes are now ready

for immediate occupancy... for those

who appreciate better living.

Starting at \$21,000.

Down payments start at \$7000.

DIRECTIONS TO BROOKHURST PARK ESTATES:

From Long Beach, east on 7th St., which becomes Garden Grove Blvd. Proceed to Gilbert St., then left to 9851 Lampson Ave.

Brookhurst Park
Estates

HENRY C. COX and AFFILIATED COMPANIES

STACOAT RUBBERIZED OIL

Brick & Stucco EXTERIOR

- Absorbs no Moisture
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AMAZING! A Homogeneous Surface in Flat Finish

Made in:
• Deep Greens
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STACOAT Rubberized Oil Also Available for Interior

Corner Hill and California
EASY TO REACH

SHAWVER COMPANY
LONG BEACH DISTRIBUTORS

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PLENTY OF PARKING

Dollar Value Is Great

RESERVATIONS may be made now for a Homestead Park home, which is the greatest dollar value anywhere, according to the developers.

This 76-home tract is located at 11791 Garden Grove Blvd., Garden Grove. From Long Beach, a prospective buyer may drive directly on Seventh St., then 1/4 mile east of Euclid Ave. in Garden Grove.

California veterans are eligible to buy these two-bedroom homes for \$9950 or the two-bedrooms and den or three-bedroom homes from \$10,250 to \$11,750. They are FHA-approved and inspected. All utilities including sewers, water, gas, electricity, paved streets, curbs, and gutters are being installed. No assessments are being levied.

Six different floor plans and 11 exterior elevations are available with lots measuring 60 to 82 feet in width. Features include lots of orange trees, large covered porches, two-car garages, forced air heating thermostatically controlled, 30-gallon water heater, General Electric garbage disposals, Crane plumbing fixtures throughout, eating space in all kitchens, wood shingle and white dolomite roofs, plastered walls and ceilings, decorated interiors, oak floors and front lawns and shrubbery.

All utilities including sewers, water, gas, electricity, paved streets, curbs and gutters are being installed now and no assessments of any kind are being levied.

Not Exempt From Wage Controls

EXEMPTION from wage and salary controls provided for businesses with eight employees or less will not apply to such small business in the building and construction industry.

Small business exemption from the wage stabilization control was included in the new Defense Production Act. However, the act authorized the President to make certain exclusions from this exemption.

The Economic Stabilization Agency announced nine categories of small business that will remain subject to the control. They include enterprises in the building and construction industry and those (other than banks, building and loan associations, or savings institutions) which derive more than 25 per cent of their business income from dividends, interest, rent, or royalties.

Just before going out of office, the old Wage Stabilization Board decided to recommend to the incoming board that home builders be permitted to pay in excess of area ceiling rates to key men.



Homestead Park is a new 76-home tract located at 11791 Garden Grove Blvd., Garden Grove, California. Veterans are eligible to buy these two-bedroom homes for \$9950 or the two-bedrooms and den or three-bedroom homes from \$10,250 to \$11,750. They are FHA-approved and inspected. All utilities including sewers, water, gas, electricity, paved streets, curbs, and gutters are being installed. No assessments are being levied.



HERMAN H. RIDDER

Chimney Function Twofold

EVERY chimney has two functions, says the Plumbing and Heating Industries Bureau. The first and most important is to create a draft that will cause the fuel used to burn at the desired rate. The second is to carry out of the house the fumes and other unburned gases that result from combustion.

Satisfactory operation of any heating plant is dependent on proper draft. And proper draft, the bureau points out, is dependent wholly on the chimney flue. A properly built flue, therefore, becomes the very foundation upon which is built the efficient operation of any heating plant. The better the flue, the better the fire.

One of the most common errors in chimney construction is failure to co-ordinate area and height. A chimney may be high enough yet have too small an area to carry the proper volume of gases.

It is inadvisable to "under-flue." In building a new house, it is prudent to specify an all-purpose chimney suitable for any type of fuel. One of the newest developments in chimneys is the prefabricated chimney which is adaptable for the combustion of any fuel.

Realtors to Hear Ridder

HERMAN H. RIDDER, new publisher of the Press-Telegram and Independent, will make his civic debut next Tuesday morning at the Wilton Hotel when he addresses the Board of Realtors Breakfast Forum, according to Clive Graham, president.

Ridder will make Long Beach his home and will personally direct operation of both newspapers. He has been publisher of the St. Paul Pioneer Press and Dispatch and is president of Ridder Publications. He served with the Marine Corps in the South Pacific in World War II and holds the rank of lieutenant colonel.

Program Chairman Ruth Lindquist will introduce the speaker. George Ditson Jones will conduct the multiple listing session, and Winnie Cross will head the reception and attendance committee.

War Contracts Break Records

THE NUMBER OF known military and naval construction contracts awarded in the last month of the 1951-52 fiscal year throughout the southwest broke all records for any defense effort, and the dollar volume soared to the highest level since July last year for the second greatest total since start of the Korean war.

Known contracts for work in the southwest in June totaled \$26,216,156 for 173 projects, a daily average jump of 294 per cent above the May total of \$6,905,723 for 51 projects. Southern California continued to lead all areas in known contract awards, with a June figure of \$24,292,286, which was a spurt of 257 per cent above the May total.

As We Hear It

By the Classified Ad-Visors

HOME SWEET HOME—Mr. and Mrs. William Zoeller have returned from a 25-day, 4624-mile vacation trip. First destination was Las Vegas where they made the "usual donation"; a day at Flagstaff, through Albuquerque on to Santa Fe. At Trinidad, Colo., where Zoeller was raised, they renewed old acquaintances. A couple of days at Colorado Springs and environs enjoying different resorts including Garden of the Gods, on to Denver and more friends. Salt Lake City through Idaho into Portland to spend a week with Mrs. Zoeller's mother, Mrs. Hannah Carlson. Visiting brother Ralph Zoeller, who is in the real estate and insurance business in Weaverville, more friends in Fair Oaks. Two days in Watsonville and another brother, Curt Zoeller, a builder. To Big Sur Lodge enjoying a two-day visit in the redwoods. Then to Santa Barbara to visit Mrs. J. H. Cooley, Bill's sister, then home. A vacation well enjoyed. Have fun Bedfords—A. Bedford, Mrs. Bedford, and daughter Margery, leaving for an extended vacation in Oregon. Will

visit daughter, Mrs. L. Krieg of Salem.

The travelers return after a month's vacation touring the states. Harvey E. Miller, (810 American Ave.) wife Lois and daughter Sheryl have returned. Now all three offices will be humming again.

Vacationists Return — Mrs. J. C. Thalia Hullum, associate of Hal Freeman, 190 Santa Ana Ave., her husband and sister, Mrs. Roberta Toland and daughter Ann, have just returned from an extended Oregon vacation. Upon returning a surprise visitor awaited them — Mack Hullum, their son, a prominent architect in Tulsa, Okla., dealing exclusively in large homes. He will be driving Mrs. Toland and daughter Ann back to Tulsa where a lovely home is being completed for Mrs. Toland designed especially for her.

Talking about "Rainbows Around Your Shoulder," Dick Racine chased abacore on big boats, little boats and almost swam seeking to win a jackpot. He said lots of 15 and 20-pound fish were caught—but no prize. However, two weeks ago Dick won \$15 with a 20-

pound fish, last week \$39 with a 39-pound fish and this week \$32 with a one-pound kelp bass —only pan fish caught that trip. Eighty-six dollars on three trips, one each week. "Cheer up fellows," says Dick, "maybe you're next."

M. W. Mitchell, real estate salesman, associated with James P. Kelly at 1240 1/2 E. Fourth St., recently returned from a trip to his former home town of Champaign, Ill. While in Champaign, Mitchell disposed of his extensive business and property interests, and then flew his own plane, a four-passenger Stinson Voyager, back to Long Beach. Mitchell will use his plane here in connection with the large volume of real estate business being handled by Kelly throughout California and the neighboring states.

Statistics

Every minute in the United States two houses are completed, seven babies are born and 10 automobiles are produced.

Engineering Building Drops

ACTIVITY in engineering construction throughout the southwest (Southern California, southern Nevada and Arizona) during July failed to follow the usual pattern of strong expansion in the first

month of the new fiscal year for various governmental agencies. Instead, the trend was sharply downward, with seasonally adjusted figures slumping to the lowest level since January, 1951.

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SHOWERS
BATHROOMS
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Many Colors

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METAL WALL TILE
INDIVIDUAL TILE
Baked-on Finish — 40% Less

CERAMIC TILE
CLAY TILE
DRAINBOARDS—PULLMANS
WALLS—FLOORS

\$49.50 Duratile installed above recessed tubs 4-ft. high, 2 1/2-ft. deep, 5-ft. wide.

SPECIAL Metal Tile for Self-Installation, 62¢ sq. ft. We invite You to Visit Our Display Room Asphalt Floor Tile—Rubber Floor Tile

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Free Estimates—FHA Terms—No Down Payment—36 Months to Pay

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Licensed Contractor
723 East Pacific Coast Highway Phone 7-1237

MEANS

Finest Homes Ever Built!

2-BATHS 3-BEDROOMS **\$825 DOWN** **\$59 MO.** *Never again at these low prices and terms*

Plus Insurance & Closing Costs **FULL PRICE \$12,000**

Birch or Knotty Pine Kitchen Cabinets

Living Room Wall Paneled in Ash or Philippine Mahogany

Waste-King Garbage Pulverator

Arizona Flagstone Fireplace and Hearth

Wall of Windows Opening on Paved Terrace

Custom-Styling—NOT Tract Uniformity

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furnished by *Aaron Schultz* of Long Beach
10 a. m. to 8 p. m. Daily & Sunday

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COLLEGE SQUARE
Long Beach at Artesia Blvds.
Located Block west of Long Beach Boulevard on Artesia (adjacent to the new multi-million-dollar Junior College Campus) and convenient to the new Harbor Freeway.

Now Open for your inspection
The Forecaster . . .
... the home with a future
See it today . . . completely & beautifully furnished by Frank Bros.

SEE THESE LUXURY HOME FEATURES:

- Wood-burning Fireplaces (false piped for gas)
- Entry Hall
- Beautiful Hardwood Floors
- Covered Linoleum
- Lots of Real Tile
- Some Stall Showers With Glass Doors
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- Garbage Disposals
- Large Landscaped Lots

from \$11,475 to \$12,500

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For Information Call LOgans 8-3405
Evenings Call NEVada 4-5322

Folks with an eye to the future are looking at and buying these wonderful homes. One look will tell you why. Bring the family, drive out and see for yourself today!

from LOS ANGELES
Go south on Rosemead Boulevard to Bellflower Blvd., to Spring St., 1 mile south of the Douglas plant, then turn east to LAKEWOOD PLAZA.

from LONG BEACH
Enter Lakewood Blvd. at traffic circle and go north to Spring St., then east to Lakewood Plaza. Or go north on Bellflower Blvd. at Naval Hospital to Spring St., then east 1 mile to property.

WATCH FOR THE "T" STORY "SIGN OF VALUE"

11³/₄ Shopping Hours Monday for Your Shopping Convenience! **9:30 A.M. to 9:15 P.M.**

SEARS
Long Beach

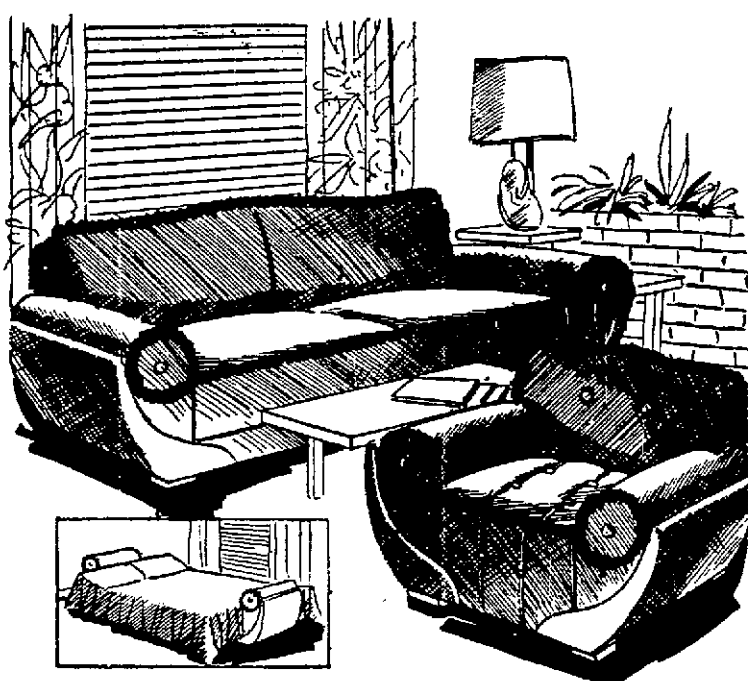
SALES for HOMES

Save \$10! Ultra Modern Regular

199.95 Divan Sets
189⁸⁸

Only \$18 Down

The finest modern styling plus luxurious comfort is yours in these handsome pieces. Unusual styling with heart-shaped back on divan and chair. Covered in new boucle with moss trim. Lets down into restful bed. Luxuriously comfortable for sleeping or sitting. Large bedding compartment.



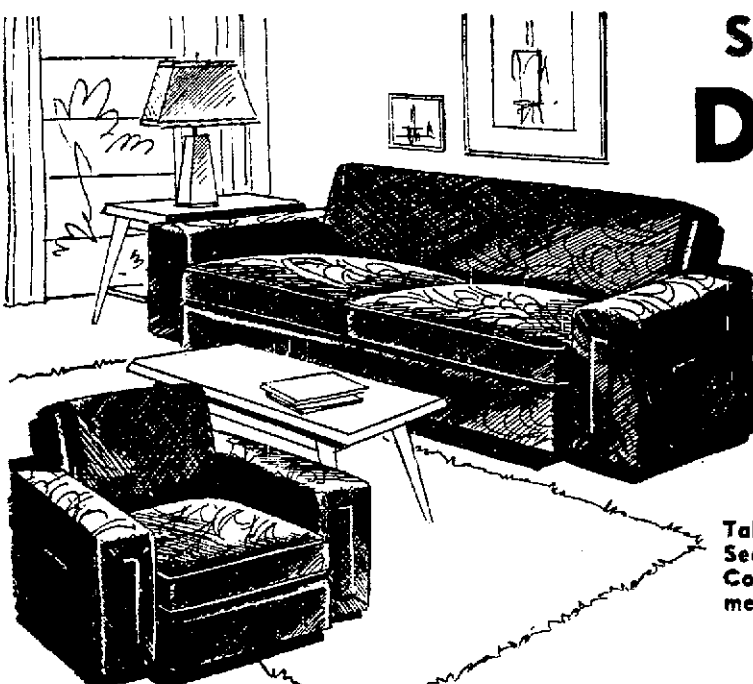
Save 19.62! Regular 219.50
Davenport and Chair

199⁸⁸

- Beautiful diagonal Jacquard synthetic frieze.
- Smart, modern styling — superb tailoring.

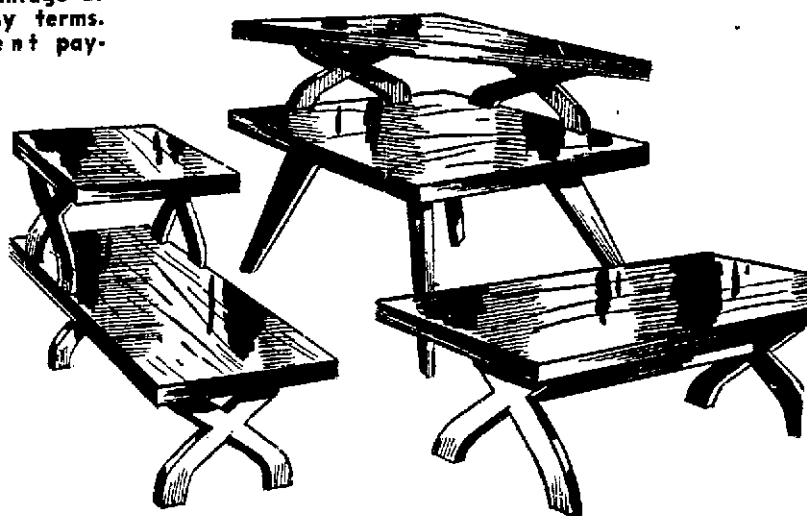
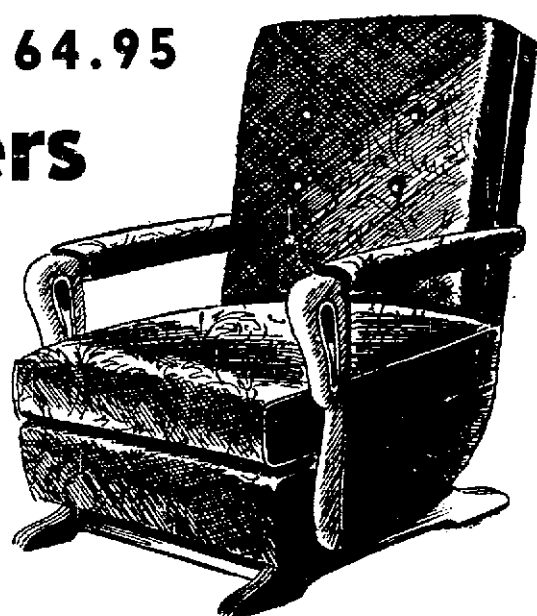
Sturdy construction throughout for years of service. All hardwood frame. Reversible spring-filled cushion in chair, extremely comfortable for sitting. Extra-wide arms for modernistic smartness plus added comfort. Choice of beautiful Harmony House colors.

Take advantage of Sears easy terms. Convenient payments!



Regular 64.95
Rockers
47⁸⁸

Modern style with frieze cover in your choice of colors. Sturdy hardwood frame. 1 1/2-inch latex seat and back. Blond or walnut finish.



Regular 24.95
Cocktail or Occasional Table

Note the modern, unusual leg design. Rich, one-piece veneers on solid oak. Hand-rubbed, satiny finish. Matching Corner Table, Regular 29.95**24.88**

18⁸⁸

Liberal Trade-in Allowance on Kenmore Vacuum

39³⁹

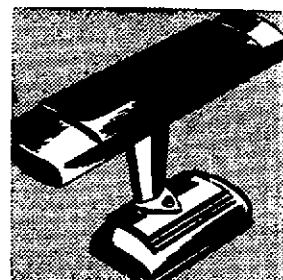
- Work-saving attachments for every purpose.
- Dust bag in front for easy emptying.

Why put up with an old cleaner and risk possible rug damage? Breeze through your house-cleaning with a Kenmore. Every attachment for your work-saving convenience. Dust bag is in front for easy emptying. Handy foot control, sealed lubrication. Trade in your old vacuum on this powerful Kenmore cleaner today!



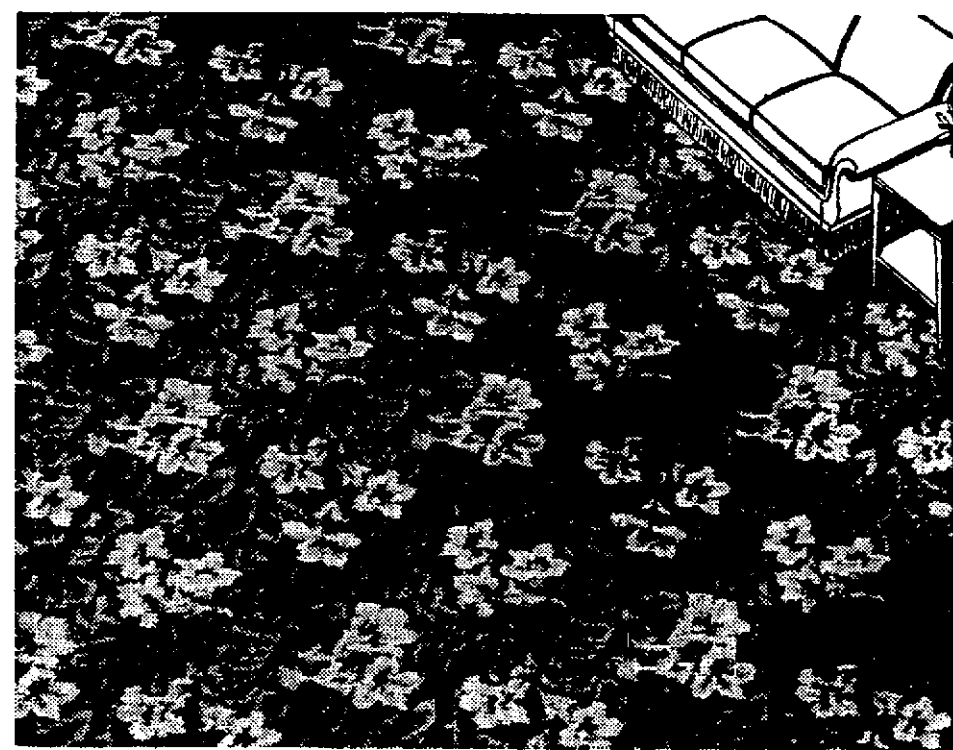
Television Lamps
4.98

Dark green or chartreuse ceramic planter TV lamp in shiny brass-plated metal frame. Price without plant.



Fluorescent Lamp
6.88

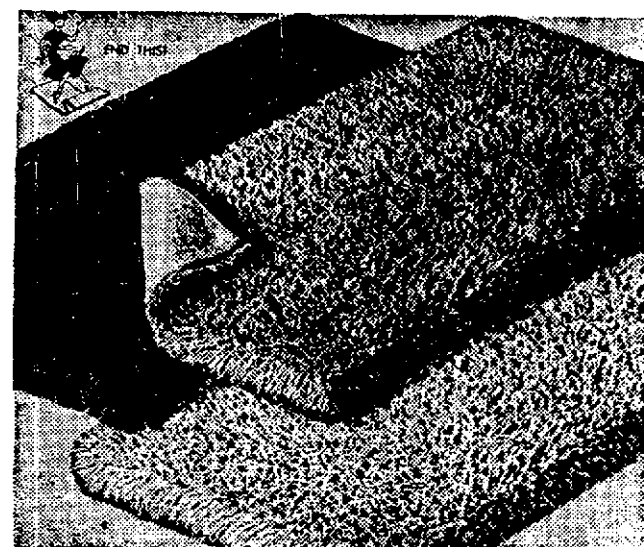
Sturdy steel body with baked-on enamel finish. Parchment brown or Dawn grey. With 18-in. bulb.



Reg. 5.50 Harmony House
Wool Carpet
Special **4⁸⁸** sq. yd.

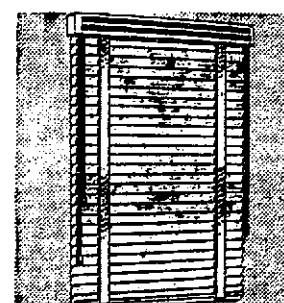
Choice carpet wools and wonderful carpet rayons are blended to exacting proportions. New luster and beauty! Clear, rich colors are flattering. An attractive pattern that will enhance the beauty of your home. Looks beautiful, stays beautiful! Sold by the square yard or made into room size rugs. 9-foot widths.

Save! 24x36-in. Regular 1.98
Cotton Looped Rug
1⁷⁷



All new, tightly woven cotton to give good wear. Wonderfully soft, fluffy to walk on. Skid-resistant rubberized back grips the floor. Your choice of green, blue, wine, rose, or white.

Prices Reduced! 3.49 Ready-Made Venetian Blinds



166

18x25-in. Harmony House stock sizes with "U"-shaped steel designed channel head. 2-inch steel slats with baked enamel finish. Worm gear filter, positive action lock. Size 27x36-in. Regular 3.98**2.66**

- Enclosed "U"-shaped steel designed channel head.
- Save 1.83! Sizes 18 through 25x64-in.

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